NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 22, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	34.6	25,780
2	CHERYL LADD SPECIAL(S)	28.0	20,860
3	THREE'S COMPANY	27.0	20,120
4	LAVERNE AND SHIRLEY	25.4	18,920
5	EASTER BEAGLE C. BROWN(S)	25.1	18,700
6	MORK & MINDY	24.9	18,550
7	60 MINUTES	24.8	18,480
8	CHARLIE'S ANGELS	24.5	18,250
8	NAT'L-CHEERLEADING CHAMP.(S)	24.5	18,250
10	M*A*S*H#	24.2	18,030
11	ABC SUNDAY NIGHT MOVIE	24.1	17,950
12	HAPPY DAYS	23.3	17,360
13	TAXI	23.0	17,140
14	ANGIE	22.7	16,910
15	CHISHOLMS, PART IV(S)	22.1	16,460
16	EIGHT IS ENOUGH#	22.0	16,390
17	ALL IN THE FAMILY	21.7	16,170
18	LOVE BOAT	21.0	15,650
19	KENNY ROGERS SPECIAL(S)	20.9	15,570
20	BUGS BUNNY EASTER SPECIAL(S)	20.8	15,500
20	ROPERS	20.8	15,500
22	ALICE	20.7	15,420
22	ONE DAY AT A TIME	20.7	15,420

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	EASTER BEAGLE C. BROWN(S)	22.9	46,790
2	ACADEMY AWARDS(S)	22.6	46,300
3	MORK & MINDY	20.6	42,130
4	THREE'S COMPANY	19.9	40,680
5	CHERYL LADD SPECIAL(S)	19.4	39,610
6	NAT'L-CHEERLEADING CHAMP.(S)	19.0	38,930
7	M*A*S*H#	18.8	38,510
8	BUGS BUNNY EASTER SPECIAL(S)	18.8	38,420
9	LAVERNE AND SHIRLEY	18.2	37,170
10	ANGIE	18.1	36,990
11	CHARLIE'S ANGELS	17.8	36,340
12	ABC SUNDAY NIGHT MOVIE	17.4	35,570
13	HAPPY DAYS	16.6	33,930
14	60 MINUTES	16.3	33,310
15	CHISHOLMS, PART IV(S)	16.2	33,110
16	KENNY ROGERS SPECIAL(S)	16.1	32,980
17	BAD NEWS BEARS#	16.1	32,960
18	EIGHT IS ENOUGH#	16.1	32,900
19	WHITE SHADOW#	16.0	32,720
20	ALL IN THE FAMILY	15.8	32,390
21	TAXI	15.6	31,990
22	DUKES OF HAZZARD	15.6	31,870

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	30.3	23,660
2	CHERYL LADD SPECIAL(S)	23.8	18,560
3	THREE'S COMPANY	21.4	16,720
4	M*A*S*H#	21.1	16,450
5	NAT'L-CHEERLEADING CHAMP.(S)	20.4	15,930
6	60 MINUTES	19.8	15,470
7	CHISHOLMS, PART IV(S)	19.5	15,190
8	LAVERNE AND SHIRLEY	19.1	14,870
9	ABC SUNDAY NIGHT MOVIE	19.0	14,860
10	EASTER BEAGLE C. BROWN(S)	18.9	14,750
11	KENNY ROGERS SPECIAL(S)	18.5	14,410
12	TAXI	17.7	13,790
13	ALL IN THE FAMILY	17.5	13,670
14	HAPPY DAYS	17.4	13,600
15	ALICE	17.4	13,580
16	PERRY COMO'S SPRINGTIME(S)	17.4	13,540
17	MORK & MINDY	17.2	13,420
18	CHARLIE'S ANGELS	16.6	12,990
19	ONE DAY AT A TIME	16.4	12,810
20	ANGIE	16.2	12,620
21	CHIPS#	16.1	12,570
22	DALLAS	16.0	12,490

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	22.5	15,760
2	60 MINUTES	21.0	14,730
3	ABC SUNDAY NIGHT MOVIE	20.2	14,140
4	CHERYL LADD SPECIAL(S)	18.6	13,020
5	CHISHOLMS, PART IV(S)	17.2	12,070
6	M*A*S*H#	17.1	11,990
7	NAT'L-CHEERLEADING CHAMP.(S)	17.0	11,920
8	ALL IN THE FAMILY	16.8	11,780
9	KENNY ROGERS SPECIAL(S)	16.8	11,760
10	THREE'S COMPANY	16.5	11,600
11	MORK & MINDY	15.8	11,090
12	ONE DAY AT A TIME	15.7	11,010
13	LAVERNE AND SHIRLEY	15.4	10,770
14	EASTER BEAGLE C. BROWN(S)	15.3	10,700
15	CHISHOLMS, PART III(S)	14.4	10,070
16	DEAR DETECTIVE	14.2	9,950
17	DALLAS	14.0	9,850
18	TAXI	14.0	9,840
19	ALICE	14.0	9,830
20	CHIPS#	13.9	9,780
21	BARNEY MILLER	13.9	9,750
21	DUKES OF HAZZARD	13.9	9,750

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 22, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	32.2	15,570
2	EASTER BEAGLE C. BROWN(S)	24.6	11,900
3	THREE'S COMPANY	23.0	11,160
4	M*A*S*H#	22.9	11,070
5	CHERYL LADD SPECIAL(S)	22.4	10,840
6	MORK & MINDY	21.7	10,510
7	ABC SUNDAY NIGHT MOVIE	20.9	10,120
8	LAVERNE AND SHIRLEY	20.1	9,740
9	ANGIE	20.0	9,700
10	NAT'L-CHEERLEADING CHAMP.(S)	19.5	9,450
11	TAXI	19.2	9,290
12	HAPPY DAYS	18.2	8,800
13	WHITE SHADOW#	17.6	8,530
14	CBS TUESDAY NIGHT MOVIES#	17.5	8,460
15	KENNY ROGERS SPECIAL(S)	17.5	8,450
16	VEGA$#	17.4	8,440
17	CHARLIE'S ANGELS	17.0	8,210
18	CHISHOLMS, PART IV(S)	16.5	8,000
19	ROPERS	16.3	7,900
20	LOVE BOAT	16.1	7,800
21	EIGHT IS ENOUGH#	16.0	7,740

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	27.5	6,490
2	ACADEMY AWARDS(S)	27.3	6,440
3	PERRY COMO'S SPRINGTIME(S)	26.8	6,330
4	CHERYL LADD SPECIAL(S)	26.5	6,250
5	ALICE	25.1	5,930
6	CHISHOLMS, PART IV(S)	24.3	5,740
7	ALL IN THE FAMILY	23.8	5,620
8	CHISHOLMS, PART III(S)	22.9	5,400
9	NAT'L-CHEERLEADING CHAMP.(S)	21.7	5,120
10	AMERICAN JR. MISS PAGEANT(S)	21.5	5,080
11	ONE DAY AT A TIME	21.5	5,070
12	DIFF'RENT STROKES	21.1	4,970
13	LITTLE HOUSE-PRAIRIE	20.5	4,840
14	CBS EVENING NEWS-CRONKITE	19.5	4,600
15	STOCKARD CHANNING-FRIENDS	19.4	4,580
16	DALLAS	19.2	4,530
16	JEFFERSONS	19.2	4,530
18	KENNY ROGERS SPECIAL(S)	19.0	4,490
19	CHIPS#	18.9	4,460
20	THREE'S COMPANY	18.1	4,260
21	LAVERNE AND SHIRLEY	17.2	4,060
22	HELLO, LARRY	17.0	4,010
23	BAD NEWS BEARS#	16.5	3,890

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ACADEMY AWARDS(S)	23.5	10,820
2	ABC SUNDAY NIGHT MOVIE	22.9	10,530
3	EASTER BEAGLE C. BROWN(S)	19.1	8,800
4	MORK & MINDY	18.5	8,510
5	M*A*S*H#	17.6	8,110
6	60 MINUTES	16.7	7,710
7	CHERYL LADD SPECIAL(S)	16.6	7,660
8	KENNY ROGERS SPECIAL(S)	16.1	7,420
9	WHITE SHADOW#	16.1	7,400
10	NAT'L-CHEERLEADING CHAMP.(S)	15.8	7,280
11	ANGIE	15.7	7,220
12	CBS TUESDAY NIGHT MOVIES#	15.5	7,160
13	THREE'S COMPANY	14.9	6,840
14	BARNEY MILLER	14.6	6,730
14	LAVERNE AND SHIRLEY	14.6	6,730
16	BUGS BUNNY EASTER SPECIAL(S)	14.0	6,440
16	DUKES OF HAZZARD	14.0	6,440
18	HAPPY DAYS	13.5	6,210
19	ABC WIDE WORLD-SPORTS SAT	13.2	6,100
20	VEGA$#	13.2	6,080
21	ALL IN THE FAMILY	13.1	6,050

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	31.3	5,790
2	CHISHOLMS, PART IV(S)	28.4	5,250
3	ALL IN THE FAMILY	25.3	4,680
4	CHISHOLMS, PART III(S)	23.6	4,360
5	ALICE	22.6	4,180
6	PERRY COMO'S SPRINGTIME(S)	22.5	4,170
7	CHERYL LADD SPECIAL(S)	22.5	4,160
8	ONE DAY AT A TIME	21.5	3,980
9	BARNABY JONES	20.3	3,760
10	THREE'S COMPANY	20.2	3,740
11	NAT'L-CHEERLEADING CHAMP.(S)	20.2	3,730
12	ACADEMY AWARDS(S)	20.0	3,700
13	CHIPS#	19.5	3,610
14	MARY TYLER MOORE HOUR	18.6	3,440
14	STOCKARD CHANNING-FRIENDS	18.6	3,440
16	CBS EVENING NEWS-CRONKITE	18.3	3,380
17	DIFF'RENT STROKES	18.0	3,330
18	ROCKFORD FILES	17.5	3,240
19	AMERICAN JR. MISS PAGEANT(S)	17.3	3,200
20	TAXI	17.2	3,180
21	KENNY ROGERS SPECIAL(S)	16.8	3,110
22	BAD NEWS BEARS#	16.8	3,100
23	B.J. AND THE BEAR#	16.5	3,060

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	22	194	191	A	15.1	27	1125	2036	725	300	833	393	631	501	82^	149	550	222	415	353	55^	114	269	147	384	280
FRI. 9.00P 120 ABC FF		98	98	B	18.7	32	1393																			
9.00 - 9.30				A	14.8	26	1103	2045	751	292	856	372	621	503	100^	171	568	223	409	339	72^	139	241	142	380	263
9.30 - 10.00				A	14.9	26	1110	2032	714	298	821	380	622	489	88^	151	538	217	404	333	57^	118	275	147	398	290
10.00 - 10.30				A	15.8	28	1177	2012	703	303	811	399	630	493	73^	135	539	221	418	353	50^	106^	276	149	386	283
10.30 - 11.00				A	15.1	28	1125	2006	716	292	818	399	634	506	68^	138	541	220	425	361	46^	100^	280	149	367	274
ABC NEWS CLOSEUP(S)			192																							
2 SAT. 10.00P 60 ABC DO			97	A	10.0	20	745	1726	830	434	853	306^	561	534	162^	205^	555	135^	351	309^	90^	192^	136^	83v	182^	117^
10.00 - 10.30				A	11.0	21	820	1745	823	451	850	304	568	533	157^	200^	533	126^	323	293^	94^	189^	157^	103^	205^	118^
10.30 - 11.00				A	9.1	19	678	1670	828	405	845	304^	544	528	169^	209^	567	144^	376	320^	87v	191^	107^	56v	151^	113^
ABC NEWSBRIEF-M-F	153	182	182	A	19.0	31	1416	1846	704	284	777	289	485	428	126	220	575	211	336	321	104	178	242	132	252	180
1 M-TH 9.58P 1 ABC N		96	95	B	19.5	30	1453																			
1 FRI. 8.58P 1																										
2 M & F 8.58P 1																										
2 TU-TH 9.58P 1																										
ABC NEWSBRIEF-SAT.	31	186	188	A	16.3	29	1214	1909	712	348	771	296	548	454	105	162	466	123	275	278	77^	149	197	111	475	271
1 SAT. 8.58P 1 ABC N		97	93	B	20.2	35	1505																			
2 SAT. 9.58P 1																										
ABC NEWSBRIEF-SUN.	31	190	184	A	16.0	28	1192	2050	701	221	749	267	439	397	142	259	656	240	432	377	86^	189	211	115	434	309
1 SUN. 8.58P 1 ABC N		97	97	B	18.1	27	1348																			
2 SUN. 7.58P 1																										
ABC SUNDAY NIGHT MOVIE	26	196	197	A	24.1	41	1795	1982	767	350	828	343	565	478	129	206	789	345	587	521	67^	147	225	90	140	112
1 SUN. 9.00P 120 ABC FF		99	99	B	23.1	37	1721																			
2 SUN. 8.00P 180																										
8.00 - 8.30				A	22.3	37	1661	2002	809	369	886	362	614	494	132^	230	684	274	480	434	70^	152	198	109^	234	166
8.30 - 9.00				A	24.7	39	1840	2033	831	380	905	366	612	500	146	250	733	307	518	458	73^	158	208	112^	187	152
9.00 - 9.30				A	21.6	35	1609	2042	773	361	842	362	580	484	129	209	796	349	588	531	70^	149	247	88	157	124
9.30 - 10.00				A	23.5	38	1751	2007	763	344	829	349	568	478	130	205	799	355	606	530	66^	138	239	89	140	114
10.00 - 10.30				A	26.2	46	1952	1937	731	334	782	321	529	461	122	190	811	366	617	546	64	141	232	86	112	92
10.30 - 11.00				A	25.9	48	1930	1913	751	341	798	323	537	468	123	190	815	359	614	545	69	148	207	79	93	82
ABC WORLD NEWS TONIGHT	140	199	199	A	11.2	23	834	1634	680	243	741	183	365	353	116	309	626	168	304	309	108	257	119	41^	148	104
M-F 6.30P 30 ABC N		99	99	B	11.1	21	827																			
ABC WRLD NEWS TONIGHT-SUN	13	137	143	A	7.0	17	522	1979	757	309	786	168^	398	418	192^	303	882	292	516	449	123^	305	151^	48v	160^	81^
SUN. 6.30P 30 ABC N		81	82	B	8.4	17	626																			
ACADEMY AWARDS(S)		211		A	34.6	63	2578	1796	817	376	918	348	603	558	113	250	613	273	421	372	81^	144	174	119	91^	70^
1 MON. 10.00P 161 ABC AC		99																								
10.00 - 10.30				A	34.6	51	2578	1826	801	359	900	330	549	519	119	272	615	257	405	365	77^	155	178	114	133	83^
10.30 - 11.00				A	39.8	61	2965	1819	814	352	913	338	591	556	115	246	606	266	413	367	79^	146	186	117	114	80^
11.00 - 11.30				A	37.1	65	2764	1792	822	377	912	351	614	576	105	231	616	272	424	382	75^	138	173	119	91	78^
11.30 - 12.00				A	33.6	71	2503	1778	805	388	905	345	613	565	108	240	615	284	432	386	76^	135	175	125	83^	74^
12.00 - 12.30				A	30.3	72	2257	1756	833	397	943	372	639	569	116	256	608	285	430	361	92^	141	160	118	45^	36^
ALICE	6	198	193	A	20.7	33	1542	1993	797	330	881	243	433	388	172	385	637	161	319	304	142	271	192	128	283	219
SUN. 9.00P 30 CBS CS		99	98	B	22.4	34	1669																			
ALL IN THE FAMILY	20	199	192	A	21.7	38	1617	2003	773	306	845	238	430	396	155	347	727	216	373	355	136	288	161	79	270	216
SUN. 8.00P 30 CBS CS		99	98	B	25.9	39	1930																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
AMERICAN JR. MISS PAGEANT(S)		181																								
1 SAT. 8.00P 60 CBS AC		98		A	14.7	27	1095	1960	793	266	890	171^	316	341	189^	463	645	133^	312	283	111^	292	216^	118^	209^	166^
8.00 - 8.30				A	14.5	27	1080	1938	789	243	884	174^	314	337	188^	460	635	127^	294	268	110^	300	210^	111^	209^	166^
8.30 - 9.00				A	14.9	27	1110	1968	795	284	893	165^	314	339	189^	468	646	138^	325	291	113^	282	219^	123^	210^	165^
ANGIE	9	196	197																							
THU. 8.30P 30 ABC CS		98	99	A	22.7	39	1691	2187	665	259	748	350	575	446	74	125	568	308	426	331	54^	100	329	178	542	367
				B	26.6	42	1982																			
B.J. AND THE BEAR	9	195																								
1 SAT. 9.00P 60 NBC A		98		A	15.6	28	1162	2250	720	276	762	225	447	423	117^	265	729	171^	403	405	171^	265	309	120^	450	324
				B	16.8	29	1252																			
9.00 - 9.30				A	16.1	29	1199	2251	711	271	757	228	432	415	112^	270	720	178^	407	398	162^	259	304	124^	470	328
9.30 - 10.00				A	15.0	27	1118	2253	737	283	775	225	464	437	119^	261	737	163^	395	417	178^	270	311	113^	430	319
BAD NEWS BEARS	4		187																							
2 SAT. 8.00P 30 CBS CS			97	A	17.9	36	1334	2471	734	255	818	328	484	390	89^	292	716	220	430	415	114^	232	213	70^	724	509
				B	18.3	35	1363																			
BARNABY JONES	24	175	192																							
THU. 10.00P 60 CBS PD		92	98	A	18.4	35	1371	1932	799	304	858	240	475	468	104	284	659	174	298	321	127	274	251	128	164	123
				B	20.4	35	1520																			
10.00 - 10.30				A	18.4	34	1371	1923	806	310	863	248	475	469	109	286	652	170	295	311	133	277	237	114	171	123
10.30 - 11.00				A	18.4	35	1371	1937	787	296	848	230	476	463	99	279	667	180	302	327	122	274	268	142	154	120
BARNEY MILLER	27	188	192	A	20.5	34	1527	1945	667	261	747	321	504	430	107	183	638	307	439	374	66^	144	267	123	293	231
THU. 9.00P 30 ABC CS		97	99	B	22.8	36	1699																			
BIG EVENT-TUE.	25	195	196	A	15.5	25	1155	1814	657	228	698	236	422	379	113	207	791	268	486	468	127	218	179	37^	146	117
1 TUE. 9.00P 120 NBC FV		99	98	B	16.4	26	1222																			
2 TUE. 9.00P 109																										
9.00 - 9.30				A	13.3	21	991	1843	636	239	696	236	422	357	111^	208	783	291	499	470	131	206	158	34^	206	164
9.30 - 10.00				A	15.7	25	1170	1814	657	249	719	247	450	392	110	203	788	273	485	467	127	214	179	40^	128	99^
10.00 - 10.30				A	16.4	27	1222	1806	650	210	686	233	415	384	111	199	795	253	475	464	125	228	203	44^	122	101^
10.30 - 11.00				A	19.5	34	1453	1886	735	205	735	266	432	377	136^	247	806	261	495	484	113^	225	176	31v	169	133^
BIG EVENT	17	204	204	A	16.0	26	1192	2094	790	320	869	291	490	482	144	262	793	295	485	436	121	232	183	47^	249	180
SUN. 8.00P 120 NBC FV		99	98	B	19.0	29	1416																			
8.00 - 8.30				A	13.9	24	1036	2091	767	311	857	267	453	441	163	303	774	249	441	418	138	258	187	51^	273	186
8.30 - 9.00				A	16.2	27	1207	2130	783	330	880	296	499	488	143	264	811	290	490	445	121	238	192	47^	247	166
9.00 - 9.30				A	17.2	27	1281	2080	797	315	867	295	493	485	143	253	803	328	507	435	119	223	178	42^	232	176
9.30 - 10.00				A	17.1	28	1274	2016	791	318	855	302	502	490	133	234	762	298	483	423	111	212	162	43^	237	187
BILLY	3		182	A	15.1	29	1125	2317	621	194^	711	285	382	313	95^	299	755	271	456	378	116^	250	177^	61^	674	391
2 SAT. 8.30P 30 CBS CS			97	B	14.6	27	1088																			
BUGS BUNNY EASTER SPECIAL(S)		192		A	20.8	37	1550	2479	660	248	711	265	463	414	92^	186	592	213	416	401	82^	112^	351	152^	825	466
1 FRI. 8.00P 60 CBS EA		99																								
8.00 - 8.30				A	18.8	34	1401	2485	672	256	725	263	459	408	117^	211	619	219	440	413	84^	122^	354	155^	787	432
8.30 - 9.00				A	22.7	39	1691	2477	654	243	703	272	470	421	71^	163	570	206	394	391	79^	104^	345	147	859	497
CARTER COUNTRY	4	188	191	A	19.4	32	1445	1906	688	276	756	272	493	449	117	187	633	267	413	364	82^	151	251	121	266	194
THU. 9.30P 30 ABC CS		98	99	B	19.0	31	1416																			
CBS EVENING NEWS-CRONKITE	139	197	197	A	13.8	28	1028	1564	713	208	777	142	274	279	141	447	626	127	241	269	150	329	82	46^	79	48^
M-F 6.30P 30 CBS N		99	99	B	14.9	28	1110																			
CBS EVENING NEWS-DEAN(B)		108		A	6.0	15	447	2239	817	285^	824	124v	260^	325^	204^	481^	1180	287^	607	553	200^	511^	99v	LT	136v	129v
1 SUN. 6.40P 20 CBS N		63																								

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS EVENING NEWS-DEAN	16		159	A	8.1	19	603	1380	679	263^	730	128^	279^	295^	140^	399^	598	149^	258^	273^	134^	300^	10v	10v	42v	42v
2 SUN. 6.30P 30 CBS N			86	B	9.4	18	700																			
CBS SAT. NEWS-SCHIEFFER	27	148	152	A	9.6	23	715	1705	744	230	797	150^	278	282	175	467	700	141^	289	314	128^	339	128^	87^	80^	25v
SAT. 6.30P 30 CBS N		88	89	B	10.8	22	805																			
CBS SATURDAY NIGHT MOVIE	19	191	183	A	15.0	28	1118	1960	747	301	833	372	529	432	106^	241	688	271	457	398	112	188	202	85^	237	196
SAT. 9.00P 120 CBS FF		99	95	B	16.5	29	1229																			
9.00 - 9.30				A	14.2	26	1058	2097	749	245	862	360	497	406	120	288	715	272	461	396	107^	212	204	72^	316	228
9.30 - 10.00				A	14.3	26	1065	2090	761	320	853	408	535	430	109^	251	750	319	518	431	114^	194	195	67^	292	231
10.00 - 10.30				A	15.5	29	1155	1879	731	310	804	357	528	445	92^	212	663	261	447	404	117	175	219	102^	193	182
10.30 - 11.00				A	15.8	31	1177	1814	754	325	822	369	554	441	100^	214	633	232	410	370	109	178	202	98^	157	152
CBS TUESDAY NIGHT MOVIES	23	176		A	17.0	28	1267	2264	762	353	822	396	668	519	50v	122^	659	396	566	446	55^	71^	433	263	350	264
1 TUE. 9.00P 120 CBS FF		94		B	17.2	27	1281																			
9.00 - 9.30				A	15.7	25	1170	2244	796	345	844	410	655	509	59^	151^	564	315	465	389	51v	74^	415	270	421	298
9.30 - 10.00				A	17.0	27	1267	2383	788	345	848	414	686	526	55^	122^	705	419	617	484	48v	64^	444	263	386	295
10.00 - 10.30				A	17.5	28	1304	2255	743	348	812	392	674	519	36v	111^	684	417	593	454	58^	70^	442	260	317	248
10.30 - 11.00				A	17.8	31	1326	2168	724	375	789	373	657	522	42v	104^	676	425	575	453	61^	78^	419	256	284	225
CHARLIE'S ANGELS	26	200	199	A	24.5	40	1825	1991	646	263	712	274	450	394	104	211	517	175	296	290	104	159	320	186	442	336
WED. 9.00P 60 ABC PD		98	98	B	25.1	39	1870																			
9.00 - 9.30				A	24.1	40	1795	2035	651	258	720	277	452	392	102	222	517	173	287	282	108	163	320	190	478	362
9.30 - 10.00				A	24.8	41	1848	1951	641	268	704	273	449	396	106	201	515	173	300	297	101	156	325	184	407	314

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
CHERYL LADD SPECIAL(S)		197		A	28.0	43	2086	1899	821	326	889	298	521	481	158	298	625	235	368	357	126	200	213	116^	172	131
1 MON. 9.00P 60 ABC GV		99																								
9.00 - 9.30				A	27.3	42	2034	1890	829	330	908	295	513	463	173	327	620	227	356	342	132	215	196	106^	166	130
9.30 - 10.00				A	28.7	45	2138	1902	816	323	871	303	527	492	145	274	626	240	376	375	118	185	229	124	176	133
CHIPS	26	201		A	19.7	36	1468	2106	734	298	857	254	490	452	156^	304	665	183	339	373	135^	244	226	81^	358	237
1 SAT. 8.00P 60 NBC OP		98		B	20.1	36	1497																			
8.00 - 8.30				A	19.0	36	1416	2090	732	295	855	257	493	449	153^	304	658	190	341	366	130^	240	226	76^	351	234
8.30 - 9.00				A	20.5	37	1527	2103	730	298	851	250	479	453	157^	302	669	175	335	375	141^	250	224	85^	359	239
CHISHOLMS, PART III(S)		202		A	17.6	32	1311	1855	706	199	777	169^	293	298	186^	412	768	154^	351	401	137^	332	75^	19v	235	161^
1 THU. 8.00P 60 CBS GD		99																								
8.00 - 8.30				A	15.6	28	1162	1865	703	188^	778	150^	267	285	188^	438	783	149^	343	405	141^	354	64^	15v	240	158^
8.30 - 9.00				A	19.5	34	1453	1851	712	208	781	185	316	310	181	392	759	158^	357	397	135^	316	80^	21v	231	164^
CHISHOLMS, PART IV(S)			201	A	22.1	36	1646	2012	826	296	923	255	487	471	161	348	732	169	324	342	155	318	130^	41^	227	98^
2 THU. 8.00P 120 CBS GD			99																							
8.00 - 8.30				A	18.6	31	1386	1928	762	283	887	199	415	405	179	393	665	85^	221	266	171^	368	99^	37v	277	86^
8.30 - 9.00				A	22.5	37	1676	2084	823	298	925	263	496	477	169	346	760	175	329	353	160	341	124^	38^	275	95^
9.00 - 9.30				A	23.8	37	1773	2052	851	309	946	268	513	503	158	339	749	197	357	369	144	296	138	46^	219	123^
9.30 - 10.00				A	23.7	38	1766	1945	844	288	918	277	504	479	143	322	739	206	363	362	149	280	143	41^	145	79^
CLIFFHANGERS	8	193	197	A	10.7	18	797	2058	661	254	749	271	459	399	113^	218	737	300	488	433	109^	177	221	83^	351	296
TUE. 8.00P 60 NBC A		97	97	B	12.6	20	939																			
8.00 - 8.30				A	10.9	18	812	2071	634	230	721	251	425	356	118^	228	727	290	474	410	107^	186	205	81^	418	339
8.30 - 9.00				A	10.6	17	790	2013	683	273	769	292	489	439	106^	205	737	306	493	453	104^	163	228	81^	279	249
DALLAS	11	188	189	A	20.1	37	1497	1914	761	278	835	274	473	428	150	303	658	222	390	385	122	201	211	96	210	158
FRI. 10.00P 60 CBS GD		96	97	B	20.6	36	1535																			
10.00 - 10.30				A	20.1	36	1497	1873	739	267	811	270	453	410	146	298	651	221	391	385	126	193	207	98	204	151
10.30 - 11.00				A	20.1	37	1497	1947	779	285	853	276	485	446	152	308	660	220	386	380	123	208	216	98	218	165

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DEAR DETECTIVE	4	184	186	A	19.4	32	1445	1772	767	260	824	269	510	486	117	239	688	227	404	399	103	211	158	91	102	72^
WED. 9.00P 60 CBS OP		97	99	B	18.4	31	1371																			
9.00 - 9.30				A	18.9	31	1408	1793	766	262	819	262	504	480	124	246	685	230	400	383	103	219	171	94	118	78^
9.30 - 10.00				A	19.7	33	1468	1759	772	258	833	278	522	491	109	233	694	226	411	415	101	204	146	87	86	66^
DELTA HOUSE	3		185	A	15.0	29	1118	1999	612	308	680	308	456	412	68^	118^	580	208^	432	344	84^	118^	252	76^	487	373
2 SAT. 8.30P 30 ABC CS			93	B	13.9	26	1036																			
DIFF'RENT STROKES	23	202	201	A	18.7	34	1393	1940	745	210	838	241	408	399	136	357	662	196	375	361	132	239	111	45^	329	250
FRI. 8.00P 30 NBC CS		99	96	B	20.1	34	1497																			
DISNEY ANIMATED SPEC.(S)		195		A	15.9	26	1185	2441	686	285	744	464	617	503	68^	92^	557	313	430	378	64^	98^	257	108^	883	468
1 WED. 8.00P 60 NBC EA		95																								
8.00 - 8.30				A	15.2	25	1132	2413	645	256	697	420	552	459	72^	101^	545	318	413	365	65^	96^	276	107^	895	448
8.30 - 9.00				A	16.7	27	1244	2445	719	309	779	501	669	542	61^	83^	565	308	443	384	61^	98^	236	111^	865	484
DOCTORS PRIVATE LIVES	3	190	193	A	14.2	27	1058	1613	705	300	763	245	519	509	124	161	555	228	407	357	41^	109^	163	78^	132	106^
THU. 10.00P 60 ABC GD		99	99	B	14.3	27	1065																			
10.00 - 10.30				A	14.8	27	1103	1622	706	289	761	245	516	494	130	166	544	229	408	354	43^	102^	162	80^	155	116
10.30 - 11.00				A	13.7	26	1021	1578	699	307	759	243	518	516	115^	156	558	222	399	354	42^	116^	157	73^	104^	91^
DUKE	2	193	193	A	12.7	23	946	1735	603	267	710	241	436	366	109^	229	722	248	402	396	142	229	191	75^	112^	111^
FRI. 10.00P 60 NBC PD		96	96	B	12.7	23	946																			
10.00 - 10.30				A	12.8	23	954	1763	603	264	721	238	444	370	113^	236	708	238	377	378	142	239	209	92^	125^	121^
10.30 - 11.00				A	12.7	23	946	1679	594	263	684	239	415	354	106^	219	723	255	423	408	140	213	173	59^	99^	99^
DUKES OF HAZZARD	11	181	192	A	20.2	35	1505	2118	666	226	712	267	445	384	129	218	648	240	428	416	112	158	237	102	521	379
FRI. 9.00P 60 CBS GD		94	97	B	21.0	35	1565																			
9.00 - 9.30				A	19.6	34	1460	2149	666	231	713	269	445	392	124	214	641	230	415	402	121	166	252	108	543	386
9.30 - 10.00				A	20.8	36	1550	2083	660	221	706	265	442	377	129	216	654	247	439	425	108	152	224	96	499	370
EASTER BEAGLE C. BROWN(S)		192		A	25.1	37	1870	2502	773	192	788	395	635	475	43^	98^	573	295	470	390	30v	78^	316	131	825	427
1 MON. 8.00P 30 CBS EA		99																								
EASTER BUNNY-COMIN'-TOWN(S)		181		A	13.6	25	1013	2042	649	158^	706	294	510	402	86^	151^	443	124^	269	306	68^	131^	140^	99^	753	359
1 SAT. 8.00P 60 ABC EA		96																								
8.00 - 8.30				A	12.9	24	961	2027	669	142^	713	282	484	405	89^	168^	430	119^	247^	282	73^	134^	139^	96^	745	358
8.30 - 9.00				A	14.4	26	1073	2034	628	168^	696	305	529	395	83^	134^	452	126^	287	326	61^	126^	134^	98^	752	360
EIGHT IS ENOUGH	27		201	A	22.0	36	1639	2007	680	243	743	313	472	405	112^	213	440	179	265	221	66^	121^	265	187	559	413
2 WED. 8.00P 60 ABC CS			99	B	24.8	39	1848																			
8.00 - 8.30				A	20.9	35	1557	1965	676	241	741	309	464	409	116^	210	430	173	255	212	61^	114^	250	179	544	404
8.30 - 9.00				A	23.1	37	1721	2040	684	243	743	321	478	406	108^	212	449	186	272	227	71^	128^	275	192	573	422
FAMILY	4	187	192	A	11.2	20	834	1856	722	277	861	330	496	375	151	295	551	197	297	263	130^	217	216	134^	228	135^
FRI. 8.00P 60 ABC GD		97	98	B	11.8	21	879																			
8.00 - 8.30				A	10.3	19	767	1859	694	258	842	335	481	358	153^	294	569	215	314	282	132^	222	209	127^	239	133^
8.30 - 9.00				A	12.2	21	909	1827	737	282	867	323	500	383	146	294	524	177	279	243	124^	206	217	138	219	135^
FRIENDS	5	187	189	A	10.2	20	760	2303	664	227	723	272	482	391	88^	205	647	246	421	364	53^	173	284	173	649	479
SUN. 7.00P 60 ABC GD		99	98	B	12.2	22	909																			
7.00 - 7.30				A	8.7	18	648	2205	652	216	706	230	441	366	97^	229	637	236	401	369	55^	176^	254	150^	608	441
7.30 - 8.00				A	11.7	22	872	2360	666	232	732	302	507	405	81^	185	646	250	429	359	52^	167	305	187	677	505
HAL LINDEN SPECIAL(S) CONT'D		196		A	14.9	28	1110	1631	654	298	762	261	388	382	148^	277	551	226	354	321	114^	173^	206^	121^	112^	52v

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
HAL LINDEN SPECIAL-CONT'D																										
1 WED. 10.00P 60 ABC GV		99																								
10.00 - 10.30				A	16.1	29	1199	1633	629	291	735	252	374	379	142^	261	554	227	348	317	117^	181^	222	139^	122^	60^
10.30 - 11.00				A	13.7	26	1021	1618	681	305	792	273	402	383	156^	296	545	226^	359	327	105^	160^	183^	98^	98^	40v
HAPPY DAYS	29	211	211	A	23.3	39	1736	1954	709	302	784	297	506	430	113	219	560	213	357	321	66^	150	274	151	336	242
TUE. 8.00P 30 ABC CS		99	99	B	29.0	46	2161																			
HELLO, LARRY	9	180	186	A	15.8	28	1177	1860	743	232	815	233	395	402	137	340	644	177	335	342	145	255	102^	41^	299	265
FRI. 8.30P 30 NBC CS		95	94	B	16.2	28	1207																			
HERE-PETER COTTONTAIL(S)		174		A	17.9	29	1334	2204	673	131^	701	297	447	380	68^	218	439	183	309	296	70^	123^	152^	91^	912	517
1 TUE. 8.00P 60 CBS EA		95																								
8.00 - 8.30				A	17.6	29	1311	2177	661	117^	692	278	420	362	74^	237	457	189	307	303	85^	137^	136^	77^	892	487
8.30 - 9.00				A	18.3	29	1363	2216	678	143^	704	312	467	395	62^	199	421	178^	313	288	53^	108^	167^	105^	924	542
HIGHCLIFFE MANOR	2	190	186	A	9.7	17	723	1830	636	247	712	267	429	408	108^	227	626	220	423	360	110^	176	156^	24v	336	256
THU. 8.30P 30 NBC CS		96	98	B	9.7	17	723																			
HOW THE WEST WAS WON	10		193	A	18.2	30	1356	1993	839	317	873	263	538	530	135^	237	705	199	402	409	111^	215	260	124^	155^	127^
2 MON. 9.00P 120 ABC EW			99	B	17.9	28	1334																			
9.00 - 9.30				A	16.2	25	1207	2043	851	327	885	282	552	558	139^	229	690	214	400	425	111^	192^	272	127^	196^	149^
9.30 - 10.00				A	18.3	29	1363	2039	850	297	883	261	532	524	153^	247	716	194	410	416	132^	226	267	133^	173^	124^
10.00 - 10.30				A	19.6	32	1460	2005	836	329	868	258	545	537	127^	229	712	195	409	407	100^	220	263	125^	162^	144^
10.30 - 11.00				A	18.7	33	1393	1883	819	314	853	251	522	508	125^	241	698	196	388	380	102^	218	236	113^	96^	96^
INCREDIBLE HULK	7		185	A	14.8	27	1103	2180	628	308	708	281	431	334	135^	231	661	227	432	415	117^	159^	149^	62^	662	364
2 FRI. 8.00P 60 CBS SF			96	B	17.0	30	1267																			
8.00 - 8.30				A	13.3	25	991	2164	654	333	738	275	442	357	147^	244^	634	197^	377	388	127^	179^	156^	65^	636	324
8.30 - 9.00				A	16.4	29	1222	2169	600	282	674	282	419	310	121^	214	674	249	468	436	106^	138^	140^	57^	681	392
JEFFERSONS	4	166	179	A	16.6	28	1237	1917	804	289	859	257	441	374	138	366	697	214	394	389	75^	245	133	83^	228	151
WED. 8.00P 30 CBS CS		88	95	B	16.6	27	1237																			
KAZ	11	177	180	A	19.2	36	1430	1715	794	301	838	267	523	508	96	233	612	200	351	351	108	187	142	90	123	111
WED. 10.00P 60 CBS GD		94	98	B	15.5	27	1155																			
10.00 - 10.30				A	19.2	35	1430	1729	791	292	840	277	531	506	90	228	629	209	377	368	104	181	139	92	121	105
10.30 - 11.00				A	19.2	37	1430	1694	797	311	835	259	515	508	98	235	593	190	325	334	112	191	141	85^	125	115
KENNY ROGERS SPECIAL(S)		195		A	20.9	36	1557	2118	864	304	926	333	545	515	110^	288	754	231	477	479	99^	199	214	49^	224	146^
1 THU. 9.00P 60 CBS PC		98																								
9.00 - 9.30				A	20.6	36	1535	2128	856	315	917	321	547	512	109^	275	756	218	469	477	102^	204	213	54^	242	138^
9.30 - 10.00				A	21.3	36	1587	2092	868	290	927	341	536	515	109^	299	751	242	481	477	96^	195	212	44^	202	150^
LAVERNE AND SHIRLEY	28	208	210	A	25.4	41	1892	1965	710	298	786	320	515	423	129	216	570	213	356	326	73	157	283	148	326	237
TUE. 8.30P 30 ABC CS		99	99	B	29.8	46	2220																			
LITTLE HOUSE-PRAIRIE	28	216	218	A	14.4	22	1073	1825	792	244	878	230	363	339	153	451	498	146	239	212	115^	219	174	99^	275	187
MON. 8.00P 60 NBC GD		99	99	B	23.2	35	1728																			
8.00 - 8.30				A	13.5	21	1006	1743	781	231	866	192	324	305	164	486	512	148	240	202	127	237	151	84^	214	149
8.30 - 9.00				A	15.3	23	1140	1885	795	249	882	260	394	368	143	418	485	145	241	223	101^	200	191	110	327	220
LOU GRANT	25	173	194	A	15.9	25	1185	1792	768	324	815	331	530	475	85^	201	679	245	448	373	124	194	202	85^	96^	87^
1 MON. 9.30P 60 CBS GD		98	99	B	19.6	31	1460																			
2 MON. 10.00P 60																										
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
LOU GRANT-CONT'D																														
9.30 - 10.00								A	14.0	21	1043	1814	796	252	804	321	528	469	84^	182^	682	244	468	416	114^	169^	182^	91^	146^	134^
10.00 - 10.30								A	16.2	25	1207	1848	794	332	841	329	543	485	83^	214	697	240	449	380	126	206	213	91^	97^	88^
10.30 - 11.00								A	16.9	30	1259	1674	707	377	787	353	516	462	90^	194	653	265	436	318	131^	199	184^	64^	50v	50v
LOVE BOAT					29	191	192	A	21.0	39	1565	1912	661	354	791	288	497	449	99	212	538	171	350	344	78^	134	255	127	328	246
1 SAT.	9.00P	120	ABC	CS		96	95	B	21.9	38	1632																			
2 SAT.	9.00P	60																												
9.00 - 9.30								A	19.7	36	1468	1939	701	352	805	282	501	452	105	219	508	147	320	316	71^	130	241	130	385	273
9.30 - 10.00								A	21.0	38	1565	1925	689	372	799	287	508	454	94	210	514	156	331	317	77^	137	241	122	371	273
10.00 - 10.30								A	22.6	42	1684	1879	603	335	785	300	490	440	96^	212	586	203	398	400	88^	133^	262	121^	246	193
10.30 - 11.00								A	22.0	42	1639	1871	601	355	760	292	481	447	95^	200	588	212	397	389	90^	137^	288	133^	235	198
MACKENZIES-PARADISE COVE					2	198		A	18.6	30	1386	1734	603	248	676	217	328	276	114^	265	525	199	286	272	113^	177	306	148^	227	176^
1 WFD.	8.00P	60	ABC	GD		98		B	18.2	30	1356																			
8.00 - 8.30								A	17.4	29	1296	1706	603	212	657	209	318	254	115^	268	522	198	282	253	112^	189	285	140^	242	182^
8.30 - 9.00								A	19.8	32	1475	1756	605	279	694	221	334	295	115^	266	529	202	292	292	112^	163^	321	155^	212	170
MARY TYLER MOORE HOUR					8	191	187	A	14.8	27	1103	1786	746	316	825	244	425	390	160	332	658	149	293	305	159	313	161	83^	142	116
SUN.	10.00P	60	CBS	CV		99	97	B	16.7	29	1244																			
10.00 - 10.30								A	15.6	27	1162	1777	744	319	821	244	421	395	163	330	665	157	301	313	160	311	153	75^	138	113
10.30 - 11.00								A	14.0	26	1043	1785	747	312	826	246	427	385	154	330	644	136	278	298	159	314	167	88^	148	119^
M*A*S*H					27		194	A	24.2	38	1803	2136	809	384	912	357	615	553	103^	209	664	263	448	393	71^	154	257	107^	303	226
2 MON.	9.30P	30	CBS	CS			99	B	25.6	37	1907																			
MISS WINSLOW & SON					4	157	170	A	14.2	23	1058	1884	781	263	827	247	452	394	133	327	639	171	364	369	80^	225	206	117^	212	129
WED.	8.30P	30	CBS	CS		86	93	B	14.7	24	1095																			
MORK & MINDY					29	201	200	A	24.9	43	1855	2271	644	251	724	363	568	449	53^	100	597	343	459	343	52^	93	319	146	631	397
THU.	8.00P	30	ABC	CS		99	99	B	28.5	46	2123																			
NAT'L-CHEERLEADING CHAMP.(S)							185	A	24.5	38	1825	2133	811	316	875	271	518	444	124^	282	653	237	399	328	86^	205	245	137	360	249
2 MON.	8.00P	90	CBS	AC			99																							
8.00 - 8.30								A	22.7	36	1691	2141	828	325	884	256	518	446	126^	289	644	225	377	311	75^	220	262	153	351	239
8.30 - 9.00								A	23.7	37	1766	2176	821	325	885	274	522	442	122^	287	657	257	409	328	83^	196	245	153	389	261
9.00 - 9.30								A	27.2	42	2026	2080	777	297	846	274	509	443	121	266	655	233	406	342	97^	199	236	113^	343	243
NBC MONDAY NIGHT MOVIES					26	202	198	A	15.0	23	1118	1792	711	289	780	264	438	394	127	269	629	237	366	384	75^	191	168	70^	215	161
MON.	9.00P	120	NBC	FF		99	97	B	21.0	32	1565																			
9.00 - 9.30								A	14.8	22	1103	1742	696	281	763	231	390	366	141	298	556	202	302	322	68^	178	164	81^	259	167
9.30 - 10.00								A	15.2	23	1132	1786	698	278	757	235	405	370	128	284	629	232	350	367	76^	198	165	76^	235	160
10.00 - 10.30								A	15.0	23	1118	1807	705	296	778	285	460	410	116	240	667	264	409	420	83^	193	171	66^	191	168
10.30 - 11.00								A	15.2	26	1132	1804	733	292	810	290	485	429	120	253	655	246	399	424	70^	189	166	60^	173	144
NBC NEWS UPDATE-M-F					137	179	181	A	12.0	19	894	1847	690	246	761	253	421	392	122	277	598	203	345	316	118	205	165	78	323	227
1 M-F	8.58P	1	NBC	N		93	93	B	15.1	23	1125																			
2 MON.	8.57P	1																												
2 TU-F	8.58P	1																												
NBC NEWS UPDATE-SAT.					27	187		A	17.9	32	1334	2209	711	293	839	241	468	449	157^	300	669	170^	336	365	146^	247	275	100^	426	271
1 SAT.	8.58P	1	NBC	N		93		B	16.9	29	1259																			
NBC NEWS UPDATE-SUN.					24	194	192	A	17.1	28	1274	2149	819	308	903	325	529	499	138	254	795	307	507	436	118	226	168	37^	283	219
1 SUN.	9.04P	2	NBC	N		95	94	B	18.0	27	1341																			
2 SUN.	9.01P	1																												

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NIGHTLY NEWS-SAT.	25	150	150	A	7.2	17	536	1468	690	172^	735	149^	271	284	154^	402	602	110^	231^	276	91^	295	42v	20v	89^	54v
SAT. 6.30P 30 NBC N		81	81	B	8.1	16	603																			
NBC NIGHTLY NEWS-SUN.	19	144	147	A	7.2	17	536	1884	675	222^	716	155^	325	334	119^	333	785	109^	278	311	160^	422	225^	49v	158^	120^
SUN. 6.30P 30 NBC N		81	82	B	8.5	16	633																			
NBC NIGHTLY NEWS	139	208	208	A	11.4	23	849	1600	679	249	765	157	289	273	202	407	654	125	259	256	141	336	61^	31^	120	102
M-F 6.30P 30 NBC N		99	99	B	13.0	24	969																			
NBC NOVELS FOR TELEVISION	10	202	205	A	9.9	17	738	1511	618	251	706	284	420	393	116^	207	592	213	368	342	92^	175	188	79^	25v	21v
WED. 9.00P 120 NBC GD		98	99	B	13.8	23	1028																			
9.00 - 9.30				A	9.7	16	723	1519	704	267	751	297	458	446	126^	214	559	178	334	327	91^	185	179	64^	30v	30v
9.30 - 10.00				A	8.8	15	656	1569	677	257	750	275	429	434	126^	221	595	181^	347	356	93^	190	182^	66^	42v	34v
10.00 - 10.30				A	10.7	19	797	1511	570	246	671	287	406	362	104^	191	612	237	397	352	93^	166	206	90^	22v	16v
10.30 - 11.00				A	10.5	20	782	1435	537	226	657	280	389	333	104^	198	597	245	387	331	91^	167	176	85^	LT	LT
NEWSBREAK-M-F	149	164	163	A	16.7	27	1244	2050	749	264	807	285	481	412	123	262	644	193	377	369	102	201	206	91	393	237
MON. 9.28P 1 CBS N		89	89	B	15.9	25	1185																			
1 TU-F 8.58P 1																										
2 TUWF 8.58P 1																										
2 THU. 8.52P 1																										
NEWSBREAK-SAT.	30	164	160	A	12.9	24	961	2307	733	284	842	249	379	353	139	385	725	203	423	360	108^	254	247	104^	493	316
SAT. 8.58P 1 CBS N		91	88	B	12.9	22	961																			
NEWSBREAK-SUN.	29	170	168	A	18.0	30	1341	2034	747	309	836	257	438	369	152	337	698	216	385	354	130	258	173	106	327	235
SUN. 8.58P 1 CBS N		93	93	B	21.5	32	1602																			
ONE DAY AT A TIME	5	198	190	A	20.7	34	1542	2041	741	319	831	260	439	378	157	328	714	230	391	368	132	257	168	98	328	255
SUN. 8.30P 30 CBS CS		99	98	B	23.4	37	1743																			
PAPER CHASE	19		160	A	13.6	23	1013	2040	828	330	886	319	527	381	168^	319	847	312	445	422	141^	296	126^	92^	181^	87^
2 TUE. 8.00P 60 CBS GD			94	B	12.5	20	931																			
8.00 - 8.30				A	13.1	22	976	2085	848	338	907	323	534	385	175^	336	864	319	455	423	148^	311	119^	86^	195^	100^
8.30 - 9.00				A	14.2	23	1058	1973	800	321	856	312	517	369	161^	299	823	302	428	417	132^	282	131^	95^	163^	73^
PAT BOONE EASTER SPECIAL(S)		198		A	12.9	23	961	2111	740	266	805	249^	418	439	150^	315	661	220^	399	399	88^	194^	213^	110^	432	291
1 SUN. 8.00P 60 ABC GV		99																								
8.00 - 8.30				A	12.0	22	894	2035	703	263^	774	247^	399	413	137^	308	625	204^	363	379	81^	185^	207^	110^	429	288
8.30 - 9.00				A	13.8	24	1028	2165	771	268	829	249	435	464	158^	318	690	236^	431	420	93^	199^	211^	107^	435	294
PERRY COMO'S SPRINGTIME(S)		191		A	19.4	32	1445	1802	859	287	937	212	416	406	247	438	621	162^	275	288	164^	288	118^	62^	126^	93^
1 MON. 8.00P 60 ABC GV		98																								
8.00 - 8.30				A	17.7	29	1319	1757	837	283	916	190	383	390	246	441	623	152^	251	265	176^	314	118^	60^	100^	80^
8.30 - 9.00				A	21.2	35	1579	1823	872	290	948	230	440	415	245	434	613	166	292	303	154^	266	117^	64^	145^	102^
QUINCY, M.E.	25	199	207	A	13.6	22	1013	1853	737	301	817	307	567	474	109^	206	550	181	344	321	100^	159	216	75^	270	196
THU. 9.00P 60 NBC OP		97	99	B	17.9	28	1334																			
9.00 - 9.30				A	12.8	21	954	1905	724	300	798	289	545	469	108^	211	551	166	343	326	105^	164	229	75^	327	226
9.30 - 10.00				A	14.4	24	1073	1792	746	298	830	319	583	482	105^	197	541	192	339	314	93^	152	201	72^	220	168
QUINCY, M.E.(S)		185		A	16.3	31	1214	1829	753	295	843	362	549	453	125^	229	611	256	415	340	141^	160^	268	103^	107^	95^
1 THU. 10.00P 60 NBC OP		95																								
10.00 - 10.30				A	16.1	30	1199	1894	777	301	872	373	576	469	127^	228	615	244	413	352	142^	161^	288	110^	119^	94^
10.30 - 11.00				A	16.5	31	1229	1756	728	289	811	351	519	439	121^	227	604	267	416	327	138^	158^	247	94^	94^	94^

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
REAL PEOPLE	1		198	A	14.8	24	1103	1783	684	201^	740	192^	390	392	132^	291	740	298	441	380	134^	228	173^	74^	130^	90^
2 WED. 8.00P 60 NBC U			98	B	14.8	24	1103																			
8.00 - 8.30				A	13.8	23	1028	1776	698	198^	767	190^	387	387	134^	318	712	258	405	358	144^	240	173^	68^	124^	78^
8.30 - 9.00				A	15.7	25	1170	1790	673	201^	716	197^	392	398	130^	266	766	335	473	397	129^	220	174^	77^	134^	100^
ROCKFORD FILES	2	186	195	A	14.8	26	1103	1732	708	240	791	189	365	384	118	343	668	171	294	321	138	294	121	63^	152	114
FRI. 9.00P 60 NBC PD		95	93	B	14.8	26	1103																			
9.00 - 9.30				A	14.7	26	1095	1725	714	244	787	174	352	378	124	349	669	157	288	319	143	300	123	66^	146	103^
9.30 - 10.00				A	14.8	25	1103	1739	709	236	798	205	381	390	113	337	668	183	301	327	132	287	115	56^	158	126
ROPERS	6	189	200	A	20.8	34	1550	1799	741	290	805	303	511	451	128	222	612	239	369	347	97	198	183	108	199	131
TUE. 10.00P 30 ABC CS		97	99	B	25.3	42	1885																			
SALVAGE 1	9		180	A	16.4	26	1222	2104	715	291	745	221	517	513	118^	175^	637	223	412	448	106^	139^	293	129^	429	307
2 MON. 8.00P 60 ABC A			93	B	17.5	26	1304																			
8.00 - 8.30				A	15.5	25	1155	2123	718	290	758	219	525	511	119^	185^	633	219	412	445	107^	141^	285	134^	447	307
8.30 - 9.00				A	17.4	27	1296	2064	705	290	723	219	504	514	115^	159^	630	223	405	444	105^	136^	301	122^	410	303
SGT. T.K. YU(S)			192	A	14.0	26	1043	1514	674	201^	707	283	483	439	84^	168^	588	214^	389	349	126^	155	138^	41v	81^	39v
2 THU. 10.00P 60 NBC PD			98																							
10.00 - 10.30				A	13.9	26	1036	1560	657	201^	695	274	486	443	80^	156^	615	234^	409	359	119^	161^	165^	43v	85^	48v
10.30 - 11.00				A	14.2	27	1058	1449	682	195^	709	286	474	431	87^	179^	553	192^	363	337	131^	145^	112^	41v	75^	30v
60 MINUTES	31	203	201	A	24.8	48	1848	1802	754	333	836	198	397	406	160	349	797	216	416	405	153	314	96	31^	73	46^
SUN. 7.00P 60 CBS DN		99	98	B	25.4	41	1892																			
7.00 - 7.30				A	23.6	48	1758	1788	749	328	832	194	396	402	160	351	799	216	411	392	157	325	95	34^	62^	44^
7.30 - 8.00				A	26.0	48	1937	1806	758	337	838	202	395	406	163	351	791	215	419	416	148	301	94	28^	83	48^
STOCKARD CHANNING-FRIENDS	8	189	184	A	17.8	29	1326	1898	771	318	847	240	439	392	145	346	633	172	328	317	127	258	196	114	222	180
SUN. 9.30P 30 CBS CS		99	97	B	20.2	31	1505																			
SUPERTRAIN	2	193		A	11.7	22	872	2091	717	294	786	224^	447	393	107^	272^	797	161^	429	479	109^	249^	291	101^	217^	217^
1 SAT. 10.00P 60 NBC GD		97		B	13.4	26	998																			
10.00 - 10.30				A	11.8	22	879	2146	806	389	862	204^	517	480	118^	281	766	151^	404	466	111^	246^	297	108^	221^	221^
10.30 - 11.00				A	11.5	22	857	2041	624	195^	705	243^	378	300	94^	262^	831	174^	458	496	108^	251^	289	96^	216^	216^
TAXI	23	197	202	A	23.0	36	1714	1866	737	267	805	342	542	468	111	193	575	211	341	319	82	187	250	140	236	171
TUE. 9.30P 30 ABC CS		98	99	B	25.0	38	1863																			
13 QUEENS BLVD.	5	190	200	A	17.3	31	1289	1631	725	268	809	322	503	436	133	239	587	240	341	305	98	210	165	98	70^	37^
TUE. 10.30P 30 ABC CS		97	99	B	20.3	36	1512																			
THREE'S COMPANY	27	202	206	A	27.0	43	2012	2022	748	292	831	332	554	473	109	212	576	204	339	316	71	186	286	152	329	226
TUE. 9.00P 30 ABC CS		99	99	B	30.2	46	2250																			
TRANSPLANT(S)			180	A	16.7	28	1244	1789	895	389	959	331	605	571	107^	250	568	204	352	357	111^	152^	101^	43v	161^	107^
2 TUE. 9.00P 120 CBS FF			98																							
9.00 - 9.30				A	15.4	24	1147	1820	858	336	910	296	540	522	135^	277	580	185^	346	359	105^	167^	119^	41v	211^	136^
9.30 - 10.00				A	16.6	26	1237	1823	871	393	957	339	600	563	107^	246	550	199	346	352	105^	145^	90^	37v	226	140^
10.00 - 10.30				A	17.1	28	1274	1748	896	400	970	352	640	594	93^	222	552	208	351	360	105^	136^	104^	51^	122^	85^
10.30 - 11.00				A	17.6	32	1311	1766	949	416	987	332	634	600	94^	253	594	221	362	366	122^	159^	94^	45v	91^	72^
VEGA$	24		193	A	19.6	37	1460	1898	754	271	785	332	577	490	106^	151^	651	277	416	339	109^	186	278	147^	184	170
2 WED. 10.00P 60 ABC PD			98	B	20.6	35	1535																			
10.00 - 10.30				A	20.1	37	1497	1914	756	272	779	329	582	500	99^	143^	641	278	412	339	101^	179	272	140^	222	197
10.30 - 11.00				A	19.0	38	1416	1881	756	272	794	335	574	482	115^	162^	663	279	422	344	113^	194	282	153^	142^	142^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WEEKEND	13	200	199	A	11.4	21	849	1683	744	241	816	273	438	459	145^	266	685	234	422	373	115^	204	80^	14v	102^	87^
SUN. 10.00P 60 NBC DN		99	97	B	10.7	18	797																			
10.00 - 10.30				A	11.7	21	872	1670	745	237	806	275	444	451	147	260	673	235	421	373	113^	195	78^	14v	113^	93^
10.30 - 11.00				A	11.2	21	834	1670	733	240	815	264	424	460	142^	270	690	230	417	370	115^	212	79^	12v	86^	80^
WHAT'S HAPPENING	3		181	A	11.1	22	827	1880	581	281^	652	205^	391	402	115^	165^	579	193^	398	319	104^	136^	225^	85^	424	265^
2 SAT. 8.00P 30 ABC CS			94	B	11.1	21	827																			
WHITE SHADOW	3	179		A	19.4	28	1445	2264	730	236	756	369	591	482	29v	90^	648	313	512	417	58^	97^	401	161^	459	323
1 MON. 8.30P 60 CBS GD		96		B	20.1	30	1497																			
8.30 - 9.00				A	19.2	28	1430	2341	749	214	758	367	611	482	26v	70^	630	316	515	412	54^	82^	443	188	510	341
9.00 - 9.30				A	19.7	29	1468	2170	705	253	746	367	564	480	35v	108^	660	306	505	417	65^	111^	357	133^	407	303
WHODUNNIT	2	190	186	A	10.6	18	790	1814	720	268	812	228	406	410	184	314	598	170	328	294	140^	232	163	39v	241	203
THU. 8.00P 30 NBC QP		96	98	B	10.6	18	790																			
WONDERFUL WORLD OF DISNEY	25	215	214	A	11.7	23	872	2138	601	230	697	179	325	301	147	319	774	193	387	389	165	321	259	110^	408	265
SUN. 7.00P 60 NBC FV		99	99	B	16.8	27	1252																			
7.00 - 7.30				A	10.8	22	805	2123	592	232	683	182	322	299	141^	308	783	182	384	389	163	331	271	107^	386	248
7.30 - 8.00				A	12.5	23	931	2147	609	230	707	176	324	301	154	331	764	197	386	389	165	313	249	112^	427	279
•LATE FRINGE																										
ABC WEEKEND REPORT-SAT.	28	151	148	A	7.5	17	559	1628	664	288	757	285	444	429	106^	209^	742	231	439	430	114^	246	84^	35v	45v	26v
SAT. 11.00P 15 ABC N		88	87	B	7.8	16	581																			
ABC WEEKEND REPORT-SUN.	28	152	152	A	7.0	16	522	1580	687	343	728	249	398	444	137^	207^	734	257	428	418	89^	221^	118^	61^	LT	LT
SUN. 11.00P 15 ABC N		92	92	B	6.9	16	514																			
BARETTA	3	137	140	A	4.9	19	365	1258	500	207^	624	247^	424	398	21v	133^	318^	98^	145^	135^	40v	123^	256^	140^	60v	60v
1 FRI. 12.04A 63 ABC OP		85	84	B	4.7	20	350																			
2 FRI. 12.03A 64																										
12.00 - 12.30				A	5.4	19	402	1376	563	242^	700	311	491	446	28v	135^	335	136^	194^	152^	40v	104^	271^	144^	70v	70v
12.30 - 1.00				A	4.7	20	350	1160	448	183^	574	203^	375	351^	23v	146^	275^	54v	94^	103^	51v	135^	263^	157^	48v	48v
CBS SUNDAY NEWS-BRADLEY	27	133	129	A	8.0	18	596	1574	805	293	814	222	416	424	164^	338	630	148^	274	270	153^	309	11v	LT	119^	119^
SUN. 11.00P 15 CBS N		77	75	B	7.7	16	574																			
LATE MOVIE I	134	165	168	A	8.2	30	611	1468	670	265	721	257	483	456	52^	165	570	218	347	316	114	167	135	80^	42^	38^
1 MON. 11.30P 69 CBS FF		93	94	B	7.5	27	559																			
TUE. 11.30P 70																										
1 WFD. 12.00M 69																										
THU. 11.30P 29																										
2 MON. 11.30P 71																										
2 WED. 11.30P 69																										
11.30 - 12.00				A	9.3	29	693	1583	697	280	757	271	505	475	62^	176	596	215	349	323	119	182	170	92	60^	52^
12.00 - 12.30				A	7.7	30	574	1366	658	251	698	230	461	450	38^	160	532	209	327	293	108	158	96^	72^	40^	35^
12.30 - 1.00				A	6.3	32	469	1096	467^	254^	550	310^	463^	354^	36v	87v	516^	269^	400^	309^	116v	116v	30v	LT	LT	LT
LATE MOVIE II	133	165	168	A	5.6	31	417	1336	675	321	709	281	474	435	66^	147	528	229	392	350	81^	100^	89^	58^	LT	LT
1 MON. 12.42A 45 CBS FF		93	94	B	4.9	28	365																			
1 TUE. 12.43A 45																										
1 WED. 1.12A 41																										
1 THU. 12.06A 55																										
2 MON. 12.41A 45																										
2 TUE. 12.43A 44																										
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
LATE FRINGE CONT'D																										
LATE MOVIE II-CONT'D																										
2 WED. 12.42A 40																										
2 THU. 12.06A 50																										
12.00 - 12.30				A	7.2	29	536	1590	764	432	824	309	541	498	86^	162^	569	218^	410	361	90^	117^	167^	97^	30v	30v
12.30 - 1.00				A	6.2	31	462	1472	783	514	865	349	593	511	97^	170^	472	134^	377	331	67v	78^	135^	89^	LT	LT
1.00 - 1.30				A	4.9	31	365	1260	680	252	696	277	441	422	73^	164^	556	274	410	371	96^	109^	LT	LT	LT	LT
1.30 - 2.00				A	4.9	39	365	1019	518^	137v	518^	217^	441^	304^	22v	77v	501^	186^	345^	346^	90v	90v	LT	LT	LT	LT
LAWRENCE OF ARABIA(S)			176	A	3.8	17	283	1399	477^	120v	519^	163v	431^	422^	LT	34v	689^	294^	435^	353^	LT	244^	191v	70v	LT	LT
2 MON. 11.30P 123 ABC FF			95																							
11.30 - 12.00				A	5.2	17	387	1439	606^	174^	639	178^	480^	442^	LT	107v	615^	233^	372^	299^	46v	207^	185^	77v	LT	LT
12.00 - 12.30				A	4.0	16	298	1456	453^	138v	520^	192v	473^	435^	LT	LT	768^	271^	435^	342^	LT	333^	168v	63v	LT	LT
12.30 - 1.00				A	3.1	17	231	1855	421^	78v	503^	165v	450^	438^	LT	LT	567^	359^	497^	377^	LT	70v	285^	147v	LT	LT
1.00 - 1.30				A	3.1	21	231	1325	350^	65v	350^	108v	285^	350^	LT	LT	828^	342^	473^	433^	LT	355^	147v	LT	LT	LT
MANNIX-WED.	14	164	167	A	4.1	24	305	1348	495	171^	666	277^	465	377^	76v	126^	514	206^	346^	321^	109^	138^	168^	17v	LT	LT
1 WED. 12.37A 39 ABC OP		95	95	B	4.2	26	313																			
2 WED. 12.37A 37																										
12.30 - 1.00				A	4.1	23	305	1357	533	200^	708	266^	482	403^	101v	150^	453	183^	299^	299^	88v	124^	196^	29v	LT	LT
MANNIX-THURS.	14	166	168	A	3.8	21	283	1357	523	113^	555	216^	368^	403^	88v	95v	502	156^	276^	322^	110v	113^	275^	116^	25v	25v
1 THU. 12.37A 43 ABC OP		94	95	B	4.0	24	298																			
2 THU. 12.36A 38																										
12.30 - 1.00				A	3.9	20	291	1464	574	134^	595	258^	420^	446	84v	90v	540	186^	313^	334^	114^	117^	284^	116^	45v	45v
1.00 - 1.30				A	3.8	22	283	1064	343^	43v	385^	131v	187v	243^	99v	99v	392^	88v	251^	346^	46v	46v	287^	191v	LT	LT
MIDNIGHT SPECIAL	28	198	199	A	3.9	25	291	1323	457	148^	478	261^	323^	284^	97v	114^	536	268^	473	336^	49v	63v	261^	151^	48v	48v
FRI. 1.00A 90 NBC PC		98	99	B	3.6	23	268																			
1.00 - 1.30				A	4.9	25	365	1277	419	137^	419	189^	219^	247^	115^	142^	570	296^	502	357	52v	68v	288^	159^	LT	LT
1.30 - 2.00				A	3.8	25	283	1346	557	162^	557	307^	402^	365^	88v	105v	608	261^	524	400^	66v	84v	181^	64v	LT	LT
2.00 - 2.30				A	3.1	28	231	1333	363^	138^	445^	307^	381^	234^	64v	64v	380^	220^	359^	220^	21v	21v	330^	251^	178^	178^
NBA PLAYOFF GAME-FRI(S)		167		A	4.0	16	298	1238	480^	289^	634^	255^	412^	456^	121v	151v	523^	268^	382^	400^	70v	76v	60v	30v	21v	17v
1 FRI. 11.41P 139 CBS SE		93																								
12.00 - 12.30				A	4.8	15	358	1201	433^	316^	586^	257^	400^	436^	124v	124v	568^	241^	373^	408^	120v	120v	47v	47v	LT	LT
12.30 - 1.00				A	3.9	15	291	1175	399^	282^	619^	240^	408^	453^	113v	138v	556^	219^	415^	419^	69v	69v	LT	LT	LT	LT
1.00 - 1.30				A	3.6	18	268	1317	553^	265^	746^	290^	410^	538^	108v	171v	537^	365^	444^	422^	19v	19v	34v	LT	LT	LT
1.30 - 2.00				A	3.0	19	224	991^	567^	282^	652^	281^	473^	473^	143v	179v	339^	272v	339^	339^	LT	LT	LT	LT	LT	LT
NBA PLAYOFF GAME-FRI.(S)			165	A	4.2	19	313	1435	403^	131v	425^	224^	355^	310^	47v	60v	709^	482^	610^	489^	23v	71v	167v	32v	134v	103v
2 FRI. 11.30P 159 CBS SE			88																							
11.30 - 12.00				A	6.4	19	477	1556	580	172^	601	240^	481^	461^	48v	90v	727	442^	641	553	49v	86v	160^	LT	68v	68v
12.00 - 12.30				A	4.7	18	350	1366	413^	89v	413^	209^	381^	324^	32v	32v	709	501^	601^	476^	36v	53v	175v	25v	69v	LT
12.30 - 1.00				A	3.8	17	283	1587	356^	39v	409^	260^	349^	251^	60v	60v	676^	477^	576^	395^	LT	54v	241^	96v	261^	160v
1.00 - 1.30				A	3.4	18	253	1482	343^	177v	382^	252^	296^	222v	86v	86v	738^	569^	631^	454^	LT	83v	164v	72v	198v	198v
1.30 - 2.00				A	3.3	22	246	1232	256^	187v	256^	187v	227v	227v	29v	29v	725^	488^	607^	516^	LT	90v	105v	LT	146v	146v
NBC LATE NIGHT MOVIE	27	113	111	A	2.4	12	179	1145	575^	168v	609^	100v	285^	346^	67v	229^	402^	95v	178^	184^	118v	185^	50v	50v	84v	84v
1 SUN. 11.30P 129 NBC FF		66	65	B	2.7	13	201																			
2 SUN. 11.30P 137																										
11.30 - 12.00				A	3.0	10	224	1272	558	161^	603	143^	233^	347^	126v	224^	486^	223^	294^	210^	119v	146^	93v	93v	90v	90v
12.00 - 12.30				A	2.5	11	186	1070	586^	113v	645^	167v	343^	371^	70v	221^	327^	32v	75v	112v	119v	215^	49v	49v	49v	49v
12.30 - 1.00				A	2.3	14	171	1222	597^	188^	626^	70v	311^	345^	36v	252^	497^	65v	204^	256^	147v	241^	70v	70v	29v	29v
1.00 - 1.30				A	2.1	16	156	1346	647^	250^	673^	LT	326^	378^	38v	269^	436^	71v	199v	231^	147v	205^	LT	LT	231^	231^

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
POLICE WOMAN	28	176	176	A	6.8	26	507	1302	520	215^	664	262	415	394	74^	147^	416	122^	272	253	65^	144^	222^	85^	LT	LT
WED. 11.30P 67 ABC OP		96	96	B	6.8	25	507																			
11.30 - 12.00				A	7.6	25	566	1254	523	213^	651	278	379	350	78^	165^	406	97^	251	233	78^	155^	197^	74^	LT	LT
12.00 - 12.30				A	6.3	27	469	1392	536	219^	689	249^	458	451	67v	131^	448	162^	307	283	54v	141^	255^	106^	LT	LT
SATURDAY NIGHT	23	212		A	14.3	41	1065	1430	488	313	602	359	457	322	53v	97^	550	289	429	371	42v	62^	278	103^	LT	LT
1 SAT. 11.30P 79 NBC GV		99		B	13.1	39	976																			
11.30 - 12.00				A	15.3	40	1140	1494	573	294	659	339	477	358	68^	137^	573	279	426	374	64^	89^	262	99^	LT	LT
12.00 - 12.30				A	14.6	43	1088	1382	454	297	561	354	437	310	47v	74^	551	292	434	379	33v	49v	270	97^	LT	LT
SOAP	3	167	169	A	8.2	24	611	1658	584	373	738	426	550	412	51v	98^	487	234	333	194^	48v	109^	327	155^	106^	106^
1 FRI. 11.30P 34 ABC CS		92	93	B	8.1	24	603																			
2 FRI. 11.30P 33																										
STARSKY AND HUTCH-11:30	28	175	177	A	6.2	22	462	1439	507	112^	554	223^	369	355	84^	117^	538	292	374	314	63v	99^	320	139^	27v	23v
1 THU. 11.30P 67 ABC OP		96	96	B	6.6	25	492																			
2 THU. 11.30P 66																										
11.30 - 12.00				A	6.7	21	499	1453	535	114^	577	211^	357	316	125^	159^	597	346	435	299	59v	110^	269	114^	10v	LT
12.00 - 12.30				A	6.1	24	454	1401	476	108^	531	231^	381	381	52v	81^	454	230^	293	306	60v	84^	383	167^	33v	33v
TOMORROW SHOW	110	174	174	A	2.6	18	194	1098	546	289^	572	201^	335	340	92^	195^	490	207^	377	371	82^	92^	LT	LT	LT	LT
M-TH 1.00A 45 NBC CC		98	98	B	2.5	19	186																			
1.00 - 1.30				A	2.8	18	209	1139	574	311	608	230^	369	364	100^	201^	488	195^	378	374	76^	86^	24v	LT	LT	LT
TONIGHT SHOW	139	211	213	A	6.7	24	499	1423	700	252	716	222	399	419	148	243	576	237	417	387	57^	118^	110^	36^	21v	21v
1 MON. 11.30P 76 NBC GV		99	99	B	7.4	28	551																			
1 TU&TH 11.30P 79																										
1 WED. 11.30P 81																										
1 FRI. 11.30P 75																										
2 MON. 11.30P 81																										
2 TUE. 11.30P 78																										
2 WED. 11.30P 75																										
2 THU. 11.30P 84																										
2 FRI. 11.30P 77																										
11.30 - 12.00				A	7.8	24	581	1539	745	273	768	245	428	442	153	262	623	258	420	388	67^	149	110	33^	38^	38^
12.00 - 12.30				A	6.4	25	477	1405	689	239	704	217	389	416	155	236	562	239	426	392	50^	104^	127^	48^	12v	12v
12.30 - 1.00				A	5.3	28	395	1241	606	261	626	165	369	379	129^	221	512	236	423	403	35v	53^	103^	58^	LT	LT
TUESDAY MOVIE OF THE WEEK	25	175	177	A	5.4	21	402	1236	535	306^	689	308^	428	415	77v	187^	461	197^	327	319	47v	95^	86^	LT	LT	LT
TUE. 11.30P 71 ABC FF		95	96	B	6.4	25	477																			
11.30 - 12.00				A	6.5	21	484	1335	633	308	755	310	469	462	90^	198^	499	199^	334	327	74^	126^	81^	LT	LT	LT
12.00 - 12.30				A	4.9	21	365	1142	421	300^	616	299^	383	365	66v	172^	430	192^	323^	315^	22v	66v	96^	LT	LT	LT
TUESDAY MOVIE-WEEK PART 2	22	175	177	A	3.7	25	276	1065	395^	373^	663	399^	428^	438^	51v	152^	322^	192^	253^	202^	LT	55v	80v	LT	LT	LT
1 TUE. 12.41A 51 ABC FF		95	96	B	5.0	31	373																			
2 TUE. 12.41A 54																										
1.00 - 1.30				A	3.5	26	261	1088	399^	395^	682	410^	444^	460^	46v	142^	322^	200^	265^	192^	LT	57v	84v	LT	LT	LT
YOUR TURN: LTRS-CBS NEWS(S)		172		A	7.0	22	522	1331	656	335^	689	272^	433^	445^	97v	168^	526	244^	319^	336^	96v	122^	95v	LT	21v	21v
1 WED. 11.30P 30 CBS N		93																								
•WEEKDAY DAYTIME																										
ALL IN THE FAMILY M-F	137	171	167	A	5.4	26	402	1714	635	97^	687	260	420	375	79^	187	389	117^	187	192	43^	130^	143^	102^	495	267
M-F 10.00A 30 CBS CS		94	92	B	5.3	27	395																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
ALL MY CHILDREN						139	189	189	A	8.5	31	633	1373	824	178	903	450	609	499	93^	189	192	67^	99	94^	38^	67^	196	175	82^	41^
	M-F	1.00P	60	ABC	DD		98	98	B	9.0	33	671																			
		1.00 - 1.30							A	8.4	32	626	1367	830	175	903	454	620	509	83^	178	189	59^	93^	98	33^	67^	192	175	83^	36^
		1.30 - 2.00							A	8.7	32	648	1341	807	171	889	439	590	483	101	197	182	70^	98	86^	39^	61^	191	172	79^	45^
ALL STAR SECRETS						75	164	159	A	3.7	18	276	1475	749	102^	786	124^	264	268	102^	446	421	114^	160^	142^	50v	227	108^	76^	160^	123^
	M-F	10.30A	30	NBC	QG		85	84	B	4.6	21	343																			
ANOTHER WORLD						35	205	205	A	6.7	23	499	1307	846	139	886	246	459	448	132	359	231	36^	82^	66^	47^	141	86^	76^	104^	65^
	M-F	2.30P	90	NBC	DD		99	99	B	7.0	24	522																			
		2.30 - 3.00							A	6.3	23	469	1313	901	125^	933	252	460	451	123^	400	232	39^	82^	59^	52^	146	63^	60^	85^	53^
		3.00 - 3.30							A	6.7	23	499	1301	843	130	872	245	461	452	136	346	245	44^	94^	70^	49^	142	86^	76^	98^	65^
		3.30 - 4.00							A	7.0	23	522	1318	811	166	865	246	460	455	135	333	213	25v	65^	65^	38^	134	110^	91^	130	77^
AS THE WORLD TURNS						138	192	193	A	8.0	29	596	1312	809	183	914	198	447	416	120	414	198	42^	96^	76^	21v	97^	57^	44^	143	35^
	M-F	1.30P	60	CBS	DD		99	99	B	8.1	29	603																			
		1.30 - 2.00							A	7.5	27	559	1376	833	203	930	200	456	414	126	432	238	57^	118	89^	25v	116	52^	36^	156	49^
		2.00 - 2.30							A	8.4	31	626	1260	795	169	903	194	441	416	118	404	166	27^	77^	63^	21v	83^	63^	50^	128	21v
CAPTAIN KANGAROO						139	186	185	A	3.6	19	268	1731	504	67^	527	206^	378	280	33v	127^	129^	32v	36v	36v	LT	71^	104^	40v	971	351
	M-F	8.00A	60	CBS	C		99	99	B	3.3	18	246																			
		8.00 - 8.30							A	3.2	17	238	1782	492	68^	522	198^	371	278	34v	126^	148^	39v	39v	37v	LT	84^	120^	45v	992	361
		8.30 - 9.00							A	4.0	20	298	1664	499	57^	519	208	371	273	33v	123^	115^	28v	31v	34v	LT	64^	84^	34v	946	342
CARD SHARKS						138	146	142	A	4.1	20	305	1357	688	86^	728	112^	213	240	121^	459	341	68^	101^	89^	52^	233	85^	49v	203	157^
	M-F	10.00A	30	NBC	QG		84	81	B	4.5	22	335																			
CBS MID-DAY NEWS-EDWARDS						136	160	160	A	5.5	23	410	1341	911	187	921	307	546	521	107^	295	197	47^	90^	86^	32v	87^	49^	22v	174	107^
	M-F	11.54A	6	CBS	N		88	88	B	5.7	24	425																			
DAYS OF OUR LIVES						35	209	209	A	6.4	24	477	1436	910	144	929	271	392	425	168	438	342	68^	131	122^	88^	197	58^	35^	107^	67^
	M-F	1.00P	60	NBC	DD		99	99	B	6.5	24	484																			
		1.00 - 1.30							A	6.3	24	469	1405	870	140	894	252	363	393	164	440	346	57^	119^	107^	98^	217	55^	27v	110^	68^
		1.30 - 2.00							A	6.7	24	499	1387	913	139	923	277	402	436	164	419	317	68^	130	129	73^	170	53^	37^	94^	61^
DOCTORS						34	195	199	A	5.8	21	432	1324	888	118^	899	258	429	449	145	377	266	58^	121^	93^	49^	139^	68^	64^	91^	55^
	M-F	2.00P	30	NBC	DD		96	98	B	5.9	21	440																			
EDGE OF NIGHT						128	162	162	A	5.0	17	373	1284	686	206	812	281	514	439	120^	260	182	56^	81^	73^	18v	82^	104^	78^	186	124^
	1 MWTHF	4.00P	30	ABC	DD		88	88	B	5.8	18	432																			
	2 M-F	4.00P	30																												
FAMILY FEUD						138	195	195	A	7.8	33	581	1399	611	89^	690	241	405	344	110	218	350	144	190	139	64^	133	154	108	205	125
	M-F	11.30A	30	ABC	QP		99	99	B	7.9	33	589																			
GENERAL HOSPITAL						134	189	189	A	8.0	27	596	1279	809	134	874	432	576	448	104	246	173	55^	82^	69^	37^	81^	138	122	94^	67^
	M-F	3.00P	60	ABC	DD		98	98	B	8.7	28	648																			
		3.00 - 3.30							A	7.7	27	574	1240	826	141	878	447	581	454	107	248	172	56^	76^	65^	38^	85^	122	110	68^	45^
		3.30 - 4.00							A	8.3	28	618	1294	785	126	859	413	565	437	99	241	168	52^	84^	71^	35^	75^	152	134	115	86^
GOOD MORNING, AMERICA-730						140	186	187	A	4.0	25	298	1386	731	355	822	251	510	517	88^	222	329	114^	158^	172^	34v	117^	50v	LT	185^	65^
	M-F	7.30A	30	ABC	N		98	98	B	3.3	21	246																			
GOOD MORNING, AMERICA-830						140	187	187	A	4.8	24	358	1299	722	187	777	249	475	442	84^	260	396	105^	198	170	39v	187	78^	33v	48^	28v
	M-F	8.30A	30	ABC	N		96	96	B	4.4	24	328																			

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AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
GUIDING LIGHT	138	189	188	A	8.2	29	611	1388	769	137	909	200	423	390	136	424	239	46^	115	82^	25v	120	120	98^	120	52^
M-F 2.30P 60 CBS DD		99	99	B	8.1	28	603																			
2.30 - 3.00				A	8.1	29	603	1318	786	131	916	197	420	395	147	433	219	34^	98^	75^	21v	116	94^	80^	89^	35^
3.00 - 3.30				A	8.4	29	626	1417	735	131	883	196	414	380	125	407	249	53^	124	83^	26^	120	141	111	144	66^
HIGH ROLLERS	137	187	188	A	4.4	20	328	1421	734	146^	802	144^	263	281	152^	454	485	70^	150^	164^	131^	306	55^	33v	79^	49^
M-F 11.00A 30 NBC QG		94	94	B	5.3	25	395																			
HOLLYWOOD SQUARES	35	162	162	A	4.5	17	335	1394	686	131^	737	149^	242	266	110^	406	424	131^	181	160^	52^	225	135^	33v	98^	78^
M-F 12.30P 30 NBC QP		84	85	B	4.4	17	328																			
LAVERNE & SHIRLEY M-F	15	175	176	A	5.5	26	410	1522	470	137^	533	262	393	288	53^	108^	271	137^	186	118^	17v	52^	274	209	444	295
M-F 11.00A 30 ABC CS		97	97	B	5.3	25	395																			
LOVE OF LIFE	136	180	180	A	5.6	24	417	1436	848	173	870	314	531	485	102^	266	212	51^	94^	87^	29v	97^	52^	34v	302	103^
M-F 11.30A 24 CBS DD		94	95	B	5.9	25	440																			
M*A*S*H M-F	136	184	185	A	8.3	28	618	1519	518	133	633	222	348	287	71^	232	463	178	277	191	58^	167	212	116	211	145
M-F 3.30P 30 CBS CS		95	95	B	7.9	25	589																			
MATCH GAME '79	124	137	136	A	5.5	18	410	1383	539	124^	642	150	266	237	114^	317	436	119^	185	142^	75^	222	122^	36v	183	145^
1 MWTHF 4.00P 30 CBS QP		78	78	B	4.9	15	365																			
2 M-F 4.00P 30																										
MORNING MON-FRI	60	181	180	A	2.5	16	186	1339	644	204^	655	187^	321^	301^	91^	311^	453	76v	237^	236^	59v	184^	LT	LT	220^	60v
M-F 7.15A 45 CBS N		98	98	B	2.5	16	186																			
7.30 - 8.00				A	2.6	16	194	1314	604	217^	630	212^	316	267^	88^	305^	438	67v	232^	232^	57v	175^	LT	LT	232^	52v
ONE LIFE TO LIVE	135	194	194	A	7.5	27	559	1281	780	121	841	415	537	432	104^	247	203	66^	95^	80^	48^	94^	132	116	105^	62^
M-F 2.00P 60 ABC DD		99	99	B	8.0	28	596																			
2.00 - 2.30				A	7.3	27	544	1292	774	130	850	411	538	435	101^	253	212	70^	97^	84^	46^	98^	135	118	95^	58^
2.30 - 3.00				A	7.6	28	566	1269	796	113	836	417	538	432	107	243	196	62^	90^	76^	49^	93^	130	116	107	65^
PASSWORD PLUS	35	169	167	A	4.1	16	305	1403	661	88^	687	140^	248	289	115^	343	388	86^	180^	150^	56^	191^	155^	30v	173^	122^
M-F 12.00N 30 NBC QG		85	85	B	3.9	16	291																			
PRICE IS RIGHT 1	131	175	173	A	6.2	30	462	1745	671	63^	710	234	344	290	71^	291	386	88^	161	192	35^	176	140	65^	509	265
M-F 10.30A 30 CBS AP		90	90	B	6.2	30	462																			
PRICE IS RIGHT 2	129	175	173	A	7.0	33	522	1697	793	80^	828	253	426	374	76^	334	366	83^	142	165	37^	188	108^	33^	395	210
M-F 11.00A 30 CBS AP		90	90	B	6.8	32	507																			
RYAN'S HOPE	139	180	180	A	6.0	23	447	1333	729	94^	796	417	548	468	70^	165	238	76^	122^	97^	36^	85^	182	139	117^	81^
M-F 12.30P 30 ABC DD		96	96	B	7.1	27	529																			
SEARCH FOR TOMORROW	137	184	182	A	7.7	30	574	1422	843	209	923	301	549	481	100^	313	227	46^	99^	100^	20v	111	98^	73^	174	54^
M-F 12.30P 30 CBS DD		94	94	B	7.7	30	574																			
SPECIAL TREAT(S)			208	A	7.3	23	544	1432	613	262^	734	246^	457	411^	169^	219^	282^	108v	168^	151^	43v	114v	190^	144^	226^	164^
2 TUE. 4.00P 60 NBC FV			99																							
4.00 - 4.30				A	6.7	21	499	1479	685	273^	767	282^	511	463^	189^	189^	232^	90v	135^	135^	41v	97v	223^	159^	257^	183^
4.30 - 5.00				A	7.9	24	589	1372	546	248^	702	214^	408^	365^	152^	243^	316^	117^	188^	159^	42v	128^	156^	129^	198^	146^
TODAY SHOW-7.30AM	140	215	216	A	4.8	28	358	1302	757	178	765	118^	243	313	148^	427	417	61^	126^	126^	101^	269	48^	LT	72^	45^
M-F 7.30A 30 NBC N		99	99	B	4.9	29	365																			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
TODAY SHOW-8.30AM	140	212	213	A	5.0	27	373	1437	787	188	827	92^	341	378	118^	393	504	79^	178	145^	85^	308	52^	26v	54^	30v
M-F 8.30A 30 NBC N		99	99	B	5.0	29	373																			
$20,000 PYRAMID	139	164	165	A	4.9	20	365	1430	599	58^	725	238	387	299	99^	314	341	131^	186	162^	68^	128^	171	123^	193	130^
M-F 12.00N 30 ABC QG		90	90	B	5.4	21	402																			
WHEEL OF FORTUNE	136	200	198	A	6.0	26	447	1456	757	116^	818	146	267	279	128^	451	403	70^	139	135	70^	245	103^	44^	132^	91^
M-F 11.30A 30 NBC QG		98	98	B	6.1	26	454																			
YOUNG AND THE RESTLESS	137	191	190	A	8.7	35	648	1372	847	170	907	341	574	499	85^	276	188	33^	91^	86^	14v	89^	125	88^	152	76^
M-F 12.00N 30 CBS DD		98	98	B	8.7	34	648																			
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	30	183	180	A	3.4	17	253	1601	268^	91v	423^	269^	304^	171^	51v	98v	336^	78v	181^	178^	118v	118v	178^	122v	664	419^
SAT. 12.00N 30 ABC FV		96	95	B	5.7	22	425																			
ABC WIDE WORLD-SPORTS SAT	20	191	203	A	13.3	37	991	1769	428	174	492	182	294	253	78^	145	938	345	616	582	112^	241	152	18v	187	146
SAT. 5.00P 90 ABC SA		98	99	B	12.2	28	909																			
5.00 - 5.30				A	11.9	36	887	1751	404	178	472	171	266	212	91^	159	932	337	610	583	121^	244	141	22v	206	159
5.30 - 6.00				A	13.9	39	1036	1777	405	172	476	183	282	229	80^	141	943	348	636	596	104^	234	154	24v	204	168
6.00 - 6.30				A	14.2	35	1058	1761	467	167	523	189	328	308	64^	139	921	341	591	553	109^	243	161	9v	156	117^
ABC WIDE WORLD-SPORTS-SUN	14	186	189	A	8.3	25	618	1676	420	148^	490	173^	277	243	79^	150^	768	228	478	427	119^	255	293	74^	125^	93^
SUN. 4.30P 90 ABC SA		98	98	B	12.8	31	954																			
4.30 - 5.00				A	7.3	23	544	1616	340	94^	425	162^	231	199^	71^	137^	748	254	490	421	115^	228^	280	70^	163^	122^
5.00 - 5.30				A	8.3	26	618	1613	360	113^	431	182^	260	206	73^	128^	789	215	492	452	127^	264	287	78^	106^	91^
5.30 - 6.00				A	9.0	26	671	1841	548	231	617	184^	340	319	98^	190	790	224	473	421	118^	277	319	78^	115^	73^
ALL NEW PINK PANTHER	30	185	181	A	4.1	19	305	1970	234^	135^	325^	197^	254^	165^	50v	71v	386^	297^	364^	112^	22v	22v	196^	18v	1063	567
SAT. 11.30A 30 ABC CA		92	92	B	5.9	24	440																			
ALL NEW POPEYE HOUR 1	30	187	186	A	4.2	30	313	1709	316^	99v	316^	186^	231^	187^	18v	66v	325^	140^	239^	194^	LT	64v	170^	LT	898	601
SAT. 8.00A 30 CBS CA		96	96	B	4.2	30	313																			
ALL NEW POPEYE HOUR 2	30	187	186	A	5.8	32	432	1771	257^	90^	257^	183^	183^	124^	23v	62v	361	223^	283^	163^	LT	65v	234^	39v	919	541
SAT. 8.30A 30 CBS CA		96	96	B	6.2	33	462																			
ALVIN-CHIPMUNKS(B)			172	A	2.6	19	194	2768	77v	LT	164v	164v	164v	78v	LT	LT	302v	302v	302v	260v	LT	LT	243v	LT	2059	1691
2 SAT. 8.00A 30 NBC CA			83																							
ALVIN AND THE CHIPMUNKS	6	195		A	3.0	23	224	1991	416^	23v	613^	323^	345^	72v	LT	268v	291^	44v	144v	144v	LT	147v	315^	70v	772^	304^
1 SAT. 8.00A 30 NBC CA		99		B	3.7	26	276																			
AMERICAN BANDSTAND '79	23	168	166	A	4.8	22	358	1804	335^	155^	546	297^	407	251^	78v	128^	498	193^	325^	292^	54v	130^	277^	165^	483	339^
SAT. 12.30P 60 ABC PC		89	89	B	5.7	21	425																			
12.30 - 1.00				A	4.3	20	320	1616	298^	125^	432	191^	304^	208^	47v	117^	434	171^	281^	291^	55v	87v	262^	162^	488	303^
1.00 - 1.30				A	5.3	24	395	1927	364	182^	632	382	484	282^	102^	136^	536	204^	354	293^	48v	156^	282^	162^	477	368
AMERICAN SPORTSMAN	3	175	178	A	5.5	18	410	1507	317	135^	347	169^	259^	202^	51v	59v	754	237^	458	416	161^	240^	238^	121^	168^	120^
SUN. 3.30P 60 ABC SA		93	92	B	5.6	18	417																			
3.30 - 4.00				A	5.0	16	373	1466	272^	86^	293^	177^	232^	168^	31v	44v	790	254^	502	440	160^	243^	235^	125^	148^	109^
4.00 - 4.30				A	5.9	19	440	1532	356	173^	385	160^	278^	227^	69v	69v	721	223^	421	398	158^	233^	241^	115^	185^	128^
ANIMALS, ANIMALS, ANIMALS	29	133	130	A	2.8	15	209	1330	269^	LT	269^	24v	110v	110v	135v	159^	358^	229^	229^	115v	24v	129v	157^	23v	546^	464^
SUN. 11.30A 30 ABC CL		84	84	B	3.0	12	224																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																															
ARK II						23	155	145	A	4.2	19	313	1859	567	80v	615	242^	366^	238^	62v	249^	305^	45v	199^	182^	16v	100v	246^	166^	693	408
	SAT.	1.00P	30	CBS	CL		79	84	B	5.2	18	387																			
BUFORD &-GALLOPING GHOST						12	160	154	A	4.1	20	305	1849	470	227^	470	200^	338^	299^	52v	82v	355^	194^	227^	85v	33v	76v	139^	45v	885	558
	SAT.	12.00N	30	NBC	CA		76	74	B	5.6	23	417																			
BUGS BUNNY/ROAD RUNNER 1						30	198	195	A	7.8	38	581	1792	277	102^	308	185^	215	149^	29v	50v	338	184^	304	199^	LT	34v	313	126^	833	460
	SAT.	9.00A	30	CBS	CA		99	99	B	8.0	35	596																			
BUGS BUNNY/ROAD RUNNER 2						30	198	196	A	9.3	42	693	1765	370	140^	390	164^	293	214	23v	55^	297	163^	254	155^	LT	43v	325	158^	753	451
	SAT.	9.30A	30	CBS	CA		99	99	B	9.9	40	738																			
BUGS BUNNY/ROAD RUNNER 3						30	195	194	A	9.3	40	693	1618	337	146^	361	170^	290	197	29v	42v	254	144^	212	140^	LT	22v	335	107^	668	367
	SAT.	10.00A	30	CBS	CA		99	99	B	10.1	39	752																			
CBS SPORTS SPECTACULAR						27		153	A	5.2	17	387	1382	361^	111v	449^	227^	315^	279^	59v	110v	655	286^	413^	308^	96v	186^	102v	LT	176^	163^
	2 SAT.	4.30P	90	CBS	SA			88	B	5.7	15	425																			
4.30 - 5.00									A	5.3	18	395	1527	387^	141v	503^	316^	403^	274^	84v	84v	651	243^	336^	258^	136v	259^	148v	33v	225^	187^
5.00 - 5.30									A	5.7	19	425	1341	407^	101v	485^	235^	344^	339^	62v	116v	635	322^	452^	307^	77v	142v	75v	LT	146v	146v
5.30 - 6.00									A	4.6	14	343	1271	271^	91v	344^	114v	175v	204^	32v	140v	694^	298^	464^	367^	76v	157v	78v	LT	155v	155v
CHALLENGE OF THE SEXES						12	136		A	4.4	15	328	1509	540^	101v	580^	257^	290^	221^	155v	219^	694^	273^	273^	168v	208^	421^	195^	97v	40v	LT
	1 SUN.	3.30P	30	CBS	SE		75		B	4.1	14	305																			
CHALLENGE-SUPERFRIENDS 1						24	192	192	A	5.3	25	395	2028	345	76v	345	223^	276^	201^	30v	53v	363	189^	335	177^	LT	28v	142^	35v	1178	636
	SAT.	9.30A	30	ABC	CA		99	99	B	6.0	25	447																			
CHALLENGE-SUPERFRIENDS 2						24	193	193	A	5.8	26	432	1799	303	102^	340	220^	272^	209^	50v	50v	193^	69v	191^	144^	LT	LT	189^	29v	1077	626
	SAT.	10.00A	30	ABC	CA		99	99	B	6.9	27	514																			
CHALLENGE-SUPERFRIENDS 3						24	193	193	A	6.3	29	469	1964	321	140^	336	196^	259^	222^	53v	53v	175^	96^	167^	112^	LT	LT	232^	93^	1221	714
	SAT.	10.30A	30	ABC	CA		99	99	B	7.4	28	551																			
CLUE CLUB						13	40	42	A	1.1	9	82	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
	SUN.	8.30A	30	CBS	CA		38	32	B	1.3	10	97																			
DAFFY DUCK						24	200	195	A	6.3	29	469	1832	293	117^	293	185^	216^	143^	19v	77^	317	126^	207^	180^	LT	68^	283	92^	939	540
	SAT.	10.30A	30	NBC	CA		98	97	B	6.9	26	514																			
FABULOUS FUNNIES						12	141	131	A	3.1	14	231	1896	390^	143^	398^	213^	260^	216^	57v	98v	391^	182^	277^	125v	40v	84v	177^	42v	930	593
	SAT.	12.30P	30	NBC	CA		72	70	B	4.4	17	328																			
FACE THE NATION						30	159	174	A	3.3	18	246	1833	637	199^	642	211^	435^	284^	60v	207^	727	216^	423^	417^	130^	267^	248^	LT	216^	109v
	SUN.	11.30A	30	CBS	CC		94	96	B	3.4	14	253																			
FANGFACE						24	186	184	A	5.0	24	373	2105	264^	125^	280^	179^	217^	143^	44v	44v	152^	105^	141^	65v	LT	LT	255^	51v	1418	884
	SAT.	11.00A	30	ABC	CA		98	98	B	6.1	25	454																			
FANTASTIC FOUR						24	196	175	A	3.9	22	291	1722	182^	45v	312^	192^	250^	93v	24v	62v	317^	155^	258^	224^	LT	35v	138^	LT	955	606
	SAT.	8.30A	30	NBC	CA		97	83	B	4.0	22	298																			
FAT ALBERT AND COSBY KIDS						29	190	186	A	5.8	26	432	2044	378	141^	411	204^	282^	174^	37v	117^	372	174^	301	227^	33v	45v	278^	150^	983	668
	SAT.	12.30P	30	CBS	CA		98	98	B	7.1	26	529																			
FRED AND BARNEY SHOW						12	197	195	A	6.1	29	454	1789	293	106^	335	210^	285	147^	30v	50v	374	171^	279	160^	59v	77^	258^	120^	822	461
	SAT.	11.00A	30	NBC	CA		97	96	B	7.4	29	551																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
GODZILLA SUPER 90 I	24	203	203	A	4.7	23	350	1723	148^	46v	222^	138^	186^	95^	LT	36v	166^	122^	122^	75v	LT	31v	135^	LT	1200	758
SAT. 9.00A 30 NBC CA		99	99	B	5.5	25	410																			
GODZILLA SUPER 90 II	24	203	203	A	4.9	23	365	1866	276^	112^	317^	205^	241^	181^	58v	76v	215^	170^	170^	134^	LT	34v	148^	49v	1186	729
SAT. 9.30A 30 NBC CA		99	99	B	6.1	25	454																			
GODZILLA SUPER 90 III	24	203	203	A	4.9	22	365	2036	199^	102^	226^	163^	173^	128^	39v	53v	297^	209^	238^	181^	LT	27v	235^	92^	1278	834
SAT. 10.00A 30 NBC CA		99	99	B	6.1	24	454																			
IN THE NEWS- 8.26AM	30	187	186	A	4.9	32	365	1759	332^	114^	336^	194^	243^	173^	26v	70v	334^	161^	246^	175^	LT	71v	168^	LT	921	631
SAT. 8.26A 3 CBS CN		96	96	B	5.0	33	373																			
IN THE NEWS- 8.56AM	30	187	186	A	5.8	31	432	1734	251^	83^	251^	170^	170^	115^	21v	67v	367	224^	279^	152^	LT	76^	249^	49v	867	495
SAT. 8.56A 3 CBS CN		96	96	B	6.3	32	469																			
IN THE NEWS- 9.26AM	30	198	195	A	8.4	40	626	1736	265	102^	295	170^	198^	139^	22v	48v	328	179^	293	180^	9v	35v	320	134^	793	439
SAT. 9.26A 3 CBS CN		99	99	B	8.8	38	656																			
IN THE NEWS- 9.59AM	30	198	196	A	9.2	41	685	1730	372	146^	391	169^	302	211	36v	54^	264	150^	226	135^	LT	29v	359	141^	716	413
SAT. 9.59A 3 CBS CN		99	99	B	10.1	39	752																			
IN THE NEWS-10.26AM	30	195	194	A	8.2	35	611	1486	316	139^	339	165^	266	172^	31v	46v	254	145^	208	144^	LT	23v	292	91^	601	319
SAT. 10.26A 3 CBS CN		99	99	B	9.7	37	723																			
IN THE NEWS-11.33AM	30	193	192	A	6.5	30	484	1610	258	147^	319	195^	279	174^	LT	LT	*272*	*160^*	*206^*	*154^*	*29v*	*53v*	*404*	*142^*	*615*	*289*
SAT. 11.33A 3 CBS CN		99	99	B	8.2	32	611																			
IN THE NEWS-11.56AM	30	193	192	A	6.1	29	454	1936	242^	125^	309	195^	276	186^	LT	LT	223^	101^	149^	115^	31v	58v	402	152^	1002	635
SAT. 11.56A 3 CBS CN		99	99	B	7.7	30	574																			
IN THE NEWS-12.26PM	30	184	183	A	4.9	24	365	1997	341^	176^	376	168^	292^	238^	52v	52v	305^	83v	223^	229^	52v	52v	252^	144^	1064	728
SAT. 12.26P 3 CBS CN		97	97	B	6.0	23	447																			
IN THE NEWS-12.56PM	28	190	186	A	5.6	25	417	1938	385	156^	413	192^	281^	157^	45v	132^	320	150^	268^	213^	14v	27v	281^	159^	924	664
SAT. 12.56P 3 CBS CN		98	98	B	6.9	25	514																			
IN THE NEWS- 1.26PM	23	155	145	A	4.2	19	313	1687	556	90v	604	246^	393^	251^	49v	211^	189^	40v	89v	64v	16v	100v	262^	181^	632	374^
SAT. 1.26P 3 CBS CN		79	84	B	5.1	18	380																			
IN THE NEWS- 8.26AM-SUN.	13	51	46	A	1.2	12	89	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A 3 CBS CN		44	43	B	1.3	13	97																			
IN THE NEWS- 8.56AM-SUN.	13	40	42	A	1.3	10	97	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.56A 3 CBS CN		38	32	B	1.5	11	112																			
INT'L CHAMPIONSHIP BOXING	12	176	174	A	6.0	21	447	1532	313	111^	342	205^	253^	199^	14v	49v	871	254^	540	523	183^	259^	146^	54v	173^	128^
SUN. 2.00P 90 ABC SE		91	91	B	9.3	26	693																			
2.00 - 2.30				A	5.3	19	395	1453	284^	116^	311^	192^	227^	177^	LT	43v	898	263^	553	544	177^	263^	79v	48v	165^	138^
2.30 - 3.00				A	6.9	24	514	1665	346	109^	369	226^	263	210^	18v	66^	895	258	562	546	178^	254	168^	64^	233^	183^
3.00 - 3.30				A	6.0	20	447	1405	289	109^	322	192^	254^	193^	18v	31v	808	238^	495	469	193^	260^	170^	47v	105^	50v
ISSUES AND ANSWERS	26	173		A	2.6	13	194	1144^	489^	87v	489^	46v	134v	180v	78v	309v	598^	47v	222v	278v	154v	273v	LT	LT	57v	57v
2 SUN. 12.00N 30 ABC CC		96		B	3.0	12	224																			
JETSONS	12	192	190	A	5.7	28	425	1621	353	90^	421	279^	368	229^	32v	53v	329	141^	235^	130^	52v	71v	231^	124^	640	414
SAT. 11.30A 30 NBC CA		97	96	B	7.2	29	536																			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
KIDS ARE PEOPLE TOO II	30	125	125	A	3.0	16	224	1348	233^	103v	251^	LT	112v	135v	93v	116v	290^	72v	188^	129v	49v	89v	155^	84v	652	403^
SUN. 10.30A 30 ABC CL		80	80	B	3.5	16	261																			
KIDS ARE PEOPLE TOO III	30	125	125	A	3.4	18	253	1625	148^	28v	163^	LT	96v	96v	47v	67v	328^	99v	198^	126^	20v	119v	252^	106v	882	656
SUN. 11.00A 30 ABC CL		80	80	B	3.8	16	283																			
MASTERS GOLF TOURN.-SAT.(S)		192		A	6.6	21	492	1533	461^	69v	480^	68v	111v	119v	138^	307^	898	199^	358^	491^	151^	369^	91v	54v	64v	64v
1 SAT. 4.00P 120 CBS SE		99																								
4.00 - 4.30				A	5.0	17	373	1625	537^	78v	537^	109v	163v	172^	125v	293^	983	236^	429^	545^	159v	370^	45v	LT	60v	60v
4.30 - 5.00				A	6.1	19	454	1524	422^	60v	441^	80v	101v	137v	117v	256^	884	178^	295^	452^	164^	394^	116v	55v	83v	83v
5.00 - 5.30				A	7.8	24	581	1468	430	40v	459	44v	82v	89v	137^	326^	851	173^	328^	444	147^	379^	85v	55v	73v	73v
5.30 - 6.00				A	7.6	22	566	1519	463	95v	489	49v	102v	102v	165^	338^	890	219^	390^	521	146^	337^	104v	90v	36v	36v
MASTERS GOLF TOURN.-SUN(S)		194		A	8.7	26	648	1961	606	228^	640	132^	259^	261^	190^	324^	1135	339^	576	547	226^	445	100^	LT	86v	72v
1 SUN. 4.00P 160 CBS SE		99																								
4.00 - 4.30				A	6.7	23	499	2030	590	141^	632	171^	270^	219^	171^	301^	1161	378^	611	534	228^	465^	150^	LT	87v	60v
4.30 - 5.00				A	8.3	26	618	2071	594	243^	636	152^	274^	249^	195^	300^	1274	373^	617	617	228^	479	81v	LT	80v	80v
5.00 - 5.30				A	8.6	26	641	1933	542	263^	565	99^	221^	208^	174^	300^	1175	353^	585	552	227^	476	95v	LT	98^	98^
5.30 - 6.00				A	9.0	26	671	1866	573	222^	579	99^	213^	233^	194^	321^	1093	362^	565	530	228^	446	73v	LT	121^	100^
6.00 - 6.30				A	10.6	28	790	1901	652	224^	705	137^	283^	320	199^	355	1068	285^	559	542	226^	399	96^	10v	32v	17v
MEET THE PRESS	28	191	192	A	3.3	17	246	1220	508	224^	558	175^	314^	272^	85v	228^	570	49v	223^	223^	118v	326^	56v	LT	36v	36v
SUN. 12.30P 30 NBC CC		96	95	B	3.3	14	246																			
METRIC MARVELS-10:27AM	30	203	203	A	5.4	24	402	2052	190^	103^	220^	176^	176^	123^	31v	44v	310^	204^	230^	182^	13v	33v	328	138^	1194	765
SAT. 10.27A 2 NBC CN		99	99	B	6.0	23	447																			
METRIC MARVELS-11:57AM	30	193	191	A	5.5	27	410	1668	422	137^	480	241^	427	301^	31v	53v	317	137^	212^	125^	48v	65v	246^	141^	625	408
SAT. 11.57A 2 NBC CN		97	96	B	5.9	23	440																			
METRIC MARVELS-10:57AM	24	199	194	A	5.8	26	432	1810	325	119^	328	196^	228^	146^	22v	100^	306	127^	198^	152^	LT	70v	273^	96^	903	550
SAT. 10.57A 2 NBC CN		97	96	B	7.0	27	522																			
NBA PLAYOFF GAME-SUN.	2	180	180	A	5.6	20	417	1588	475	174^	494	175^	353	289^	84^	114^	926	478	643	502	107^	245^	91^	LT	77^	58v
1 SUN. 1.00P 150 CBS SE		96	97	B	5.6	20	417																			
2 SUN. 1.30P 166																										
1.00 - 1.30				A	4.9	21	365	1238	410^	80v	410^	166v	213^	156v	107v	153v	809	409^	571^	540^	104v	219^	LT	LT	19v	LT
1.30 - 2.00				A	5.4	22	402	1639	493	112^	520	222^	361	291^	107^	125^	962	573	663	405	121^	284^	25v	LT	132^	93^
2.00 - 2.30				A	5.8	21	432	1507	494	178^	519	192^	394	354	69v	89^	829	425	567	467	119^	223^	78^	LT	81^	54v
2.30 - 3.00				A	5.4	19	[illegible]	1470	469	209^	494	171^	358	313	97^	97^	815	456	580	478	113^	187^	97^	LT	64v	48v
3.00 - 3.30				A	5.5	19	[illegible]	1739	519	232^	539	167^	396	334	78^	125^	976	468	637	458	130^	304	148^	20v	76v	62v
3.30 - 4.00				A	6.9	24	[illegible]	1743	414^	173^	414^	105v	276^	171^	73v	138^	1127	505	805	667	63v	265^	143^	LT	59v	59v
NBA PLAYOFF GAME-SUN 2	1		181	A	6.6	20	492	1179	291^	120v	334^	48v	175^	205^	78v	129^	719	331^	524	452^	34v	139^	89v	LT	37v	37v
2 SUN. 4.16P 119 CBS SE			95	B	6.6	20	492																			
4.30 - 5.00				A	6.1	20	454	1172	263^	132v	302^	39v	167^	196^	106v	106v	730	342^	548	483^	LT	110v	103v	LT	37v	37v
5.00 - 5.30				A	6.1	19	454	1081	207^	102v	266^	59v	163^	190^	76v	76v	704	380^	585	506^	36v	82v	69v	LT	42v	42v
5.30 - 6.00				A	7.3	21	544	1110	244^	118^	290^	46v	155^	186^	73v	104v	715	346^	544	463	61v	122^	72v	LT	33v	33v
NBC MAJOR LEAGUE PRE GAME	3	210	202	A	5.0	21	373	1493	385	150^	476	163^	260^	209^	94^	182^	754	252^	394	334	185^	320^	143^	35v	120^	92^
1 SAT. 2.00P 20 NBC SC		95	93	B	5.2	22	387																			
2 SAT. 1.00P 12																										
NBC MAJOR LEAGUE BASEBALL	3	210	203	A	6.4	24	477	1379	300	92^	352	51v	169^	163^	87^	157^	827	243^	429	377	130^	354	105^	14v	95^	79^
1 SAT. 2.20P 160 NBC SE		95	96	B	6.8	25	507																			
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1979 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NBC MAJOR LEAGUE B-CONT'D																										
2 SAT. 1.12P 182																										
1.30 - 2.00				A	5.3	25	395	1395	316^	167^	346^	54v	247^	193^	46v	99v	734	239^	405^	367^	117v	329^	56v	LT	259^	259^
2.00 - 2.30				A	5.5	24	410	1139	237^	127v	288^	63v	202^	151v	54v	86v	639	211^	296^	247^	108v	343^	55v	LT	157^	157^
2.30 - 3.00				A	6.3	24	469	1392	339	104^	398	102^	219^	188^	89^	157^	780	207^	364	336	158^	373	118^	17v	96^	77^
3.00 - 3.30				A	6.9	26	514	1362	242^	65^	300	40v	109^	112^	78^	169^	933	294	533	443	121^	361	85^	11v	44v	25v
3.30 - 4.00				A	7.0	24	522	1318	263	69^	318	35v	128^	137^	86^	153^	866	243	487	424	108^	348	92^	LT	42v	21v
4.00 - 4.30				A	7.5	25	559	1408	305^	88v	351^	LT	134^	193^	105v	158^	869	255^	446	401^	131^	333^	169^	47v	19v	LT
4.30 - 5.00				A	7.4	24	551	1726	374^	78v	423^	24v	168^	207^	128^	216^	909	264^	422^	373^	167^	381^	151^	47v	243^	243^
PRO BOWLERS TOUR	16	181	183	A	7.9	26	589	1540	459	153^	522	99^	246	262	80^	225	668	218	379	342	99^	222	181^	39v	169^	123^
SAT. 3.30P 90 ABC SE		95	95	B	8.8	25	656																			
3.30 - 4.00				A	6.4	22	477	1423	439	142^	499	91^	239^	273	72^	213^	604	172^	319	328	88^	208^	136^	52v	184^	139^
4.00 - 4.30				A	7.9	26	589	1542	453	131^	504	69^	217	262	80^	228	680	236	398	355	95^	217	201^	44v	157^	127^
4.30 - 5.00				A	9.4	30	700	1606	478	180	552	125^	273	254	84^	233	697	233	399	337	108^	234	190	25v	167^	104^
SCHOOLHOUSE ROCK-8.26AM	24	190	187	A	4.5	31	335	1788	122^	66v	122^	42v	59v	74v	48v	48v	138^	40v	138^	98^	LT	LT	166^	LT	1362	761
SAT. 8.26A 4 ABC CN		98	98	B	4.4	29	328																			
SCHOOLHOUSE ROCK-9.26AM	24	190	189	A	5.1	24	380	1924	274^	63v	313^	206^	236^	121^	27v	63v	368	187^	316^	193^	LT	52v	97^	18v	1146	696
SAT. 9.26A 4 ABC CN		98	98	B	5.8	24	432																			
SCHOOLHOUSE ROCK-10.56AM	20	193	193	A	5.4	25	402	1935	330	145^	345	207^	262^	219^	56v	56v	176^	103^	168^	114^	LT	LT	234^	93^	1180	640
SAT. 10.56A 3 ABC CN		99	99	B	6.5	25	484																			

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
SCHOOLHOUSE ROCK-11.26AM	24	186	184	A	4.5	21	335	2057	278^	117^	298^	175^	212^	141^	64v	64v	155^	93v	130^	55v	25v	25v	278^	54v	1326	771
SAT. 11.26A 3 ABC CN		98	98	B	5.9	24	440																			
SCHOOLHOUSE ROCK-11.56AM	26	185	181	A	4.1	19	305	1875	195^	115^	280^	188^	227^	135^	39v	53v	412	350^	395^	94v	17v	17v	199^	19v	984	532
SAT. 11.56A 3 ABC CN		92	92	B	5.7	23	425																			
SCHOOLHOUSE ROCK-11.55AM	29	133	130	A	3.2	17	238	1122	293^	LT	293^	24v	142^	142^	118v	151^	362^	223^	223^	106v	25v	139^	169^	47v	298^	218^
SUN. 11.55A 4 ABC CN		84	84	B	3.2	13	238																			
SCOOBY'S ALL STARS I	24	190	187	A	3.6	27	268	2011	156^	70v	156^	52v	74v	100v	56v	56v	209^	22v	209^	187^	LT	LT	146^	LT	1500	848
SAT. 8.00A 30 ABC CA		98	98	B	3.9	28	291																			
SCOOBY'S ALL STARS II	24	190	187	A	4.8	26	358	1950	197^	106^	197^	74v	117^	115^	53v	53v	234^	72v	234^	211^	LT	LT	256^	20v	1263	783
SAT. 8.30A 30 ABC CA		98	98	B	5.4	27	402																			
SCOOBY'S ALL STARS III	24	190	189	A	5.3	25	395	2020	245^	65v	280^	173^	206^	131^	28v	58v	406	198^	364	230^	LT	42v	108^	21v	1226	763
SAT. 9.00A 30 ABC CA		98	98	B	6.2	26	462																			
SPACE ACADEMY	30	184	183	A	5.4	27	402	1993	334	125^	371	169^	289^	211^	40v	40v	317	118^	257^	233^	34v	34v	245^	124^	1060	717
SAT. 12.00N 30 CBS CL		97	97	B	6.4	25	477																			
SPORTSWORLD	15	154	156	A	3.9	13	291	1354	403^	114^	420^	110^	248^	258^	34v	128^	656	199^	371^	306^	147^	202^	130^	LT	148^	79v
1 SUN. 4.00P 120 NBC SE		82	83	B	5.9	16	440																			
2 SUN. 2.30P 90																										
2.30 - 3.00				A	3.1	11	231	900^	291^	61v	325^	113v	217v	160v	39v	108v	424^	LT	165v	165v	181v	259v	112v	47v	39v	LT
3.00 - 3.30				A	4.3	15	320	869	281^	88v	334^	156v	269^	178v	LT	65v	326^	32v	148v	148v	178v	178v	131v	LT	78v	40v
3.30 - 4.00				A	3.7	13	276	1007	355^	112v	[illegible]^	112v	214v	231^	LT	123v	424^	33v	127v	222v	152v	202v	134v	LT	51v	51v
4.00 - 4.30				A	3.6	12	268	1955	519^	206v	519^	81v	268^	347^	70v	172v	1019	471^	657^	492^	116v	198v	144v	LT	273^	138v
4.30 - 5.00				A	4.1	13	305	1472	449^	92v	449^	55v	233^	298^	62v	151v	692^	285^	387^	326^	88v	150v	108v	LT	223^	125v
5.00 - 5.30				A	3.9	12	291	1567	442^	110v	442^	116v	268^	312^	45v	109v	890	316^	602^	443^	147v	182v	115v	LT	120v	62v
5.30 - 6.00				A	4.3	13	320	1769	472^	113v	472^	130v	253^	282^	39v	166v	865	266^	526^	365^	179v	272^	181v	31v	251^	134v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SUNDAY MORNING	12		78	A	2.2	13	164	1439^	664^	80v	841^	323v	402^	379v	54v	371v	598^	250v	506^	457^	LT	92v	LT	LT	LT	LT
2 SUN. 9.00A 90 CBS N			68	B	2.1	11	156																			
9.00 - 9.30				A	1.7	11	127	1307^	331v	LT	693^	363v	363v	299v	LT	299v	614^	259v	503^	503^	LT	111v	LT	LT	LT	LT
9.30 - 10.00				A	2.2	13	164	1585	750^	165v	939^	384^	549^	506^	36v	317v	646^	207v	572^	572^	LT	74v	LT	LT	LT	LT
10.00 - 10.30				A	2.6	14	194	1448	829^	56v	875^	252v	309v	331^	102v	473^	573^	290v	479^	354^	LT	94v	LT	LT	LT	LT
TARZAN AND SUPER SEVEN 1	30	192	191	A	6.1	27	454	1515	274^	135^	314	175^	266^	183^	11v	11v	246^	161^	194^	126^	32v	32v	315	144^	640	371
SAT. 10.30A 30 CBS CA		99	99	B	8.3	32	618																			
TARZAN AND SUPER SEVEN 2	30	192	191	A	6.2	28	462	1738	256^	140^	328	172^	257^	179^	LT	24v	311	159^	231^	181^	24v	70^	389	152^	710	451
SAT. 11.00A 30 CBS CA		99	99	B	8.5	32	633																			
TARZAN AND SUPER SEVEN 3	30	193	192	A	6.4	30	477	1855	248^	134^	310	193^	271	178^	LT	LT	248^	126^	174^	135^	32v	59v	390	147^	907	563
SAT. 11.30A 30 CBS CA		99	99	B	7.9	30	589																			
30 MINUTES	22	162	155	A	4.5	18	335	1621	556	144^	556	248^	394	323^	LT	131^	461	177^	315^	257^	LT	120^	237^	179^	367^	170^
SAT. 1.30P 30 CBS DN		88	91	B	4.9	17	365																			
THREE ON THREE	1		137	A	1.9	9	142	1218^	197v	141v	337v	140v	253v	113v	84v	84v	520^	288v	428v	238v	92v	92v	234v	92v	127v	127v
2 SUN. 1.00P 30 CBS SE			76	B	1.9	9	142																			
TOURN. OF CHAMPIONS-SAT.(S)			177	A	4.5	15	335	1197	466^	80v	466^	68v	185v	224^	24v	218^	684^	69v	233^	245^	140v	403^	47v	LT	LT	LT
2 SAT. 4.14P 106 NBC SE			92																							
4.30 - 5.00				A	4.5	15	335	1161	400^	57v	400^	50v	170v	197^	48v	185v	734	116v	358^	349^	131v	334^	27v	LT	LT	LT
5.00 - 5.30				A	4.1	14	305	1262	537^	72v	537^	101v	206^	236^	LT	271^	668^	41v	164v	171v	171v	456^	57v	LT	LT	LT
5.30 - 6.00				A	5.0	16	373	1123	448^	102v	448^	56v	166v	225^	LT	207^	606^	LT	97v	145v	166v	461^	69v	32v	LT	LT
TOURN. OF CHAMPIONS-SUN.(S)			194	A	5.4	17	402	1398	566^	112v	566^	158^	224^	219^	140v	301^	761	57v	157^	201^	259^	528^	51v	23v	20v	20v
2 SUN. 4.00P 120 NBC SE			95																							
4.00 - 4.30				A	4.7	15	350	1031	272^	72v	272^	LT	40v	63v	97v	197^	706	29v	140v	192^	294^	485^	53v	LT	LT	LT
4.30 - 5.00				A	4.9	16	365	1482	490^	63v	490^	85v	147v	146v	139v	301^	914	145v	262^	209^	287^	588^	34v	LT	44v	44v
5.00 - 5.30				A	5.7	18	425	1546	730	146v	730	234^	309^	297^	176^	374^	743	37v	127v	196^	255^	547^	73v	39v	LT	LT
5.30 - 6.00				A	6.1	17	454	1504	719	157^	719	271^	351^	328^	143^	320^	713	29v	116v	206^	221^	507^	41v	41v	31v	31v
WHAT'S NEW, MISTER MAGOO	13	51	46	A	1.1	13	82	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.00A 30 CBS CA		44	43	B	1.1	13	82																			

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.MON. APR.9, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,040 26.9				28,090 37.7				40,080 53.8			
Program					PERRY COMO'S SPRINGTIME				CHERYL LADD SPECIAL (OP)				ACADEMY AWARDS (10:00-12:41AM)(-OP)			
AVERAGE AUDIENCE (Households (000) & %)					14,450 19.4	17.7*		21.2*	20,860 28.0	27.3*		28.7*	25,780 34.6	34.6*		39.8*
SHARE OF AUDIENCE %					32	29 *		35 *	43	42 *		45 *	63	51 *		61 *
AVG. AUD. BY ¼ HR. %					17.2	18.2	21.1	21.2	27.3	27.3	29.0	28.5	33.4	35.8	39.8	39.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					21,080 28.3		19,000 25.5				15,050 20.2					
Program					EASTER BEAGLE C. BROWN (R)		WHITE SHADOW (OP)				LOU GRANT (R)				REPUBLICAN REPLY-CBS (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					18,700 25.1		14,450 19.4	19.2*		19.7*	10,430 14.0	14.0*		14.0*		
SHARE OF AUDIENCE %					37		28	28 *		29 *	21	21 *		21 *		
AVG. AUD. BY ¼ HR. %					24.4	25 9	19.0	19.4	20.3	19.1	14.2	13.7	14.4	13.6		
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,600 19.6				18,100 24.3							
Program					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES DELIVERANCE(R)							
AVERAGE AUDIENCE (Households (000) & %)					10,360 13.9	12.6*		15.2*	10,950 14.7	13.7*		15.0*		14.5*		15.8*
SHARE OF AUDIENCE %					20	19 *		22 *	22	20 *		22 *		21 *		26 *
AVG. AUD. BY ¼ HR. %					12.7	12.4	15.0	15.5	13.2	14.2	14.8	15.1	14.7	14.4	15.9	15.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,120 20.3				20,340 27.3							
Program					SALVAGE 1 (OP)				HOW THE WEST WAS WON							
AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4	15.5*		17.4*	13,560 18.2	16.2*		18.3*		19.6*		18.7*
SHARE OF AUDIENCE %					26	25 *		27 *	30	25 *		29 *		32 *		33 *
AVG. AUD. BY ¼ HR. %					15.0	16.0	17.2	17.5	15.9	16.5	18.1	18.4	19.6	19.7	19.4	17.9
CBS TV TOTAL AUDIENCE (Households (000) & %)					27,790 37.3						19,890 26.7		16,390 22.0			
Program					NAT'L-CHEERLEADING CHAMP. (OP)						M*A*S*H (R)		LOU GRANT (R)			
AVERAGE AUDIENCE (Households (000) & %)					18,250 24.5	22.7*		23.7*		27.2*	18,030 24.2		13,190 17.7	18.4*		16.9*
SHARE OF AUDIENCE %					38	36 *		37 *		42 *	38		30	30 *		30 *
AVG. AUD. BY ¼ HR. %					22.4	23.1	22.7	24.8	27.4	27.1	24.1	24.3	18.9	17.9	17.1	16.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,530 19.5				18,180 24.4							
Program					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THE PRISONER OF SECOND AVENUE							
AVERAGE AUDIENCE (Households (000) & %)					11,100 14.9	14.4*		15.4*	11,400 15.3	15.9*		15.4*		15.5*		14.6*
SHARE OF AUDIENCE %					24	23 *		24 *	25	24 *		24 *		26 *		26 *
AVG. AUD. BY ¼ HR. %					14.0	14.8	15.5	15.3	15.7	16.1	15.5	15.3	15.7	15.3	15.1	14.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	57.3	59.1	60.8	63.6	67.0	68.8	68.8	69.2	69.0	69.3	68.2	67.8	68.7	67.0	63.2	60.6
WK. 2	54.8	55.7	56.3	59.0	61.1	63.2	64.3	65.1	65.3	65.2	64.0	63.7	61.4	59.6	58.1	54.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.MON. APR.16, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. APR.10, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,070 25.6		19,740 26.5		20,710 27.8		16,390 22.0		15,120 20.3		12,290 16.5	
Program					HAPPY DAYS (R)		LAVERNE AND SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		ROPERS		13 QUEENS BLVD.	
AVERAGE AUDIENCE (Households (000) & %)					16,320 21.9		17,430 23.4		18,550 24.9		14,750 19.8		13,710 18.4		11,180 15.0	
SHARE OF AUDIENCE %					36		37		39		31		30		26	
AVG. AUD. BY ¼ HR. %					20.7	23.1	22.6	24.3	24.7	25.2	20.0	19.6	18.6	18.2	15.2	14.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				18,330 24.6							
Program					HERE-PETER COTTONTAIL (R)(OP)				CBS TUESDAY NIGHT MOVIES DEADMAN'S CURVE(R)							
AVERAGE AUDIENCE (Households (000) & %)					13,340 17.9	17.6*		18.3*	12,670 17.0	15.7*		17.0*		17.5*		17.8*
SHARE OF AUDIENCE %					29	29 *		29 *	28	25 *		27 *		28 *		31 *
AVG. AUD. BY ¼ HR. %					17.5	17.6	18.4	18.2	16.1	15.4	16.8	17.2	17.4	17.6	17.7	17.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,770 15.8				18,920 25.4							
Program					CLIFFHANGERS (OP)				BIG EVENT-TUE. LEGEND OF THE GOLDEN GUN							
AVERAGE AUDIENCE (Households (000) & %)					7,820 10.5	10.5*		10.5*	13,410 18.0	14.9*		18.2*		19.5*		19.5*
SHARE OF AUDIENCE %					17	17 *		17 *	29	24 *		29 *		31 *		[illegible]

EVE.TUE. APR.17, 1979

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,080 28.3		21,900 29.4		23,170 31.1		20,930 28.1		18,400 24.7		16,910 22.7	
Program					HAPPY DAYS (R)		LAVERNE AND SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		ROPERS		13 QUEENS BLVD.	
AVERAGE AUDIENCE (Households (000) & %)					18,400 24.7		20,410 27.4		21,680 29.1		19,520 26.2		17,210 23.1		14,600 19.6	
SHARE OF AUDIENCE %					42		45		46		41		38		36	
AVG. AUD. BY ¼ HR. %					23.2	26.2	26.7	28.0	28.8	29.5	26.5	25.9	23.4	22.9	19.6	19.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,630 18.3				18,700 25.1							
Program					PAPER CHASE (OP)				TRANSPLANT							
AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6	13.1*		14.2*	12,440 16.7	15.4*		16.6*		17.1*		17.6*
SHARE OF AUDIENCE %					23	22 *		23 *	28	24 *		26 *		28 *		32 *
AVG. AUD. BY ¼ HR. %					12.9	13.3	14.2	14.1	15.1	15.6	16.4	16.9	17.2	16.9	17.6	17.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,920 16.0				14,450 19.4							
Program					CLIFFHANGERS (OP)				BIG EVENT-TUE. HARD TIMES(R)(SUS)(OP) (9:00-10:49PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,120 10.9	11.2*		10.7*	9,540 12.8	11.6*		13.2*		13.3*		
SHARE OF AUDIENCE %					18	19 *		18 *	21	18 *		21 *		22 *		
AVG. AUD. BY ¼ HR. %					11.2	11.2	11.0	10.3	11.4	11.7	12.9	13.5	13.3	13.2	13.9	10.9

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	55.8	58.0	58.7	60.4	61.0	62.0	62.5	63.3	63.1	63.7	63.0	63.6	62.7	61.6	57.9	55.9
WK. 2	52.6	54.4	55.8	57.6	58.5	59.4	60.6	61.6	62.9	63.8	63.4	63.5	61.1	59.4	56.8	52.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. APR.11, 1979

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,330 24.6				21,900 29.4				14,970 20.1			
	Program					MACKENZIES–PARADISE COVE				CHARLIE'S ANGELS (R)(OP)				HAL LINDEN SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)					13,860 18.6	17.4*		19.8*	18,180 24.4	23.8*		24.9*	11,100 14.9	16.1*		13.7*
	SHARE OF AUDIENCE %					30	29 *		32 *	40	40 *		41 *	28	29 *		26 *
	AVG. AUD. BY ¼ HR. %					17.1	17.7	19.4	20.2	23.4	24.2	25.0	24.9	17.2	15.0	14.3	13.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,780 18.5		11,250 15.1		17,580 23.6				18,850 25.3			
	Program					JEFFERSONS		MISS WINSLOW & SON (OP)		DEAR DETECTIVE				KAZ			
	AVERAGE AUDIENCE (Households (000) & %)					12,070 16.2		9,980 13.4		13,930 18.7	18.3*		19.0*	15,200 20.4	20.0*		20.9*
	SHARE OF AUDIENCE %					27		22		31	30 *		31 *	38	36 *		40 *
	AVG. AUD. BY ¼ HR. %					15.6	16.9	13.5	13.3	18.1	18.5	19.1	18.9	19.4	20.5	21.1	20.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,350 20.6				14,530 19.5							
	Program					DISNEY ANIMATED SPEC. ON VACATION WITH MICKEY MOUSE AND FRIENDS(R)(OP)				NBC NOVELS FOR TELEVISION WHEELS PART II(R)							
	AVERAGE AUDIENCE (Households (000) & %)					11,850 15.9	15.2*		16.7*	7,820 10.5	10.0*		8.9*		11.7*		11.6*
	SHARE OF AUDIENCE %					26	25 *		27 *	18	17 *		15 *		21 *		22 *
	AVG. AUD. BY ¼ HR. %					14.8	15.6	16.9	16.5	10.5	9.5	9.0	8.9	11.4	11.8	11.8	11.5
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,160 28.4				21,460 28.8				17,580 23.6			
	Program					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					16,390 22.0	20.9*		23.1*	18,250 24.5	24.3*		24.7*	14,600 19.6	20.1*		19.0*
	SHARE OF AUDIENCE %					36	35 *		37 *	40	40 *		41 *	37	37 *		38 *
	AVG. AUD. BY ¼ HR. %					20.6	21.1	22.8	23.4	23.9	24.8	25.0	24.5	20.9	19.3	19.3	18.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,530 19.5		11,990 16.1		18,480 24.8				16,610 22.3			
	Program					JEFFERSONS		MISS WINSLOW & SON (OP)		DEAR DETECTIVE				KAZ			
	AVERAGE AUDIENCE (Households (000) & %)					12,670 17.0		11,100 14.9		14,900 20.0	19.5*		20.4*	13,340 17.9	18.4*		17.4*
	SHARE OF AUDIENCE %					29		24		33	32 *		34 *	34	34 *		34 *
	AVG. AUD. BY ¼ HR. %					16.2	17.9	14.7	15.1	19.4	19.7	20.5	20.4	18.6	18.1	17.6	17.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					14,450 19.4				12,220 16.4							
	Program					REAL PEOPLE (OP)				NBC NOVELS FOR TELEVISION WHEELS PART V(R)							
	AVERAGE AUDIENCE (Households (000) & %)					11,030 14.8	13.8*		15.7*	6,850 9.2	9.3*		8.7*		9.6*		9.3*
	SHARE OF AUDIENCE %					24	23 *		25 *	16	15 *		14 *		18 *		18 *
	AVG. AUD. BY ¼ HR. %					13.6	14.1	15.8	15.6	10.0	8.5	8.6	8.8	9.7	9.4	9.3	9.3
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	55.4	56.6	56.6	58.2	59.7	61.3	61.9	62.5	59.9	60.5	61.0	60.4	57.1	55.0	53.3	51.2
	WK. 2	52.3	54.7	55.0	56.6	58.5	60.3	61.3	62.3	60.6	60.5	61.0	59.8	56.1	53.1	51.3	49.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.WED. APR.18, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. APR. 12, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					20,640 27.7		17,950 24.1		15,870 21.3		14,450 19.4		13,860 18.6			
Program					MORK & MINDY		ANGIE		BARNEY MILLER (R)		CARTER COUNTRY (OP)		← DOCTORS PRIVATE LIVES →			
AVERAGE AUDIENCE (Households (000) & %)					17,810 23.9		16,460 22.1		13,930 18.7		13,340 17.9		10,360 13.9	14.6*		13.3*
SHARE OF AUDIENCE %					44		39		33		31		26	27 *		25 *
AVG. AUD. BY ¼ HR. %					22.6	25.2	21.4	22.8	18.8	18.7	17.7	18.1	14.9	14.2	13.5	13.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,910 22.7				18,920 25.4				15,350 20.6			
Program					← CHISHOLMS, PART III (OP) →				← KENNY ROGERS SPECIAL →				← BARNABY JONES →			
AVERAGE AUDIENCE (Households (000) & %)					13,110 17.6	15.6*		19.5*	15,570 20.9	20.6*		21.3*	12,520 16.8	16.7*		16.8*
SHARE OF AUDIENCE %					32	28 *		34 *	36	36 *		36 *	31	31 *		32 *
AVG. AUD. BY ¼ HR. %					15.3	15.9	19.1	20.0	20.4	20.7	21.5	21.1	16.9	16.6	16.8	16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					8,490 11.4		8,270 11.1		13,260 17.8				14,750 19.8			
Program					WHODUNNIT		HIGHCLIFFE MANOR (OP)		← QUINCY, M.E. (R) →				← QUINCY, M.E. (R) →			
AVERAGE AUDIENCE (Households (000) & %)					7,450 10.0		7,080 9.5		9,980 13.4	12.3*		14.5*	12,140 16.3	16.1*		16.5*
SHARE OF AUDIENCE %					18		17		23	21 *		25 *	31	30 *		31 *
AVG. AUD. BY ¼ HR. %					9.6	10.4	10.2	8.8	11.9	12.8	14.2	14.9	15.7	16.4	16.6	16.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,830 29.3		19,070 25.6		18,180 24.4		16,690 22.4		13,190 17.7			
Program					MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)		CARTER COUNTRY (OP)		← DOCTORS PRIVATE LIVES →			
AVERAGE AUDIENCE (Households (000) & %)					19,220 25.8		17,280 23.2		16,610 22.3		15,570 20.9		10,800 14.5	15.0*		14.0*
SHARE OF AUDIENCE %					43		38		35		33		27	28 *		27 *
AVG. AUD. BY ¼ HR. %					25.0	26.6	22.9	23.5	22.1	22.5	20.9	20.8	15.5	14.5	13.9	14.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					22,650 30.4								17,660 23.7			
Program					← CHISHOLMS, PART IV (OP) →								← BARNABY JONES →			
AVERAGE AUDIENCE (Households (000) & %)					16,460 22.1	18.6*		22.5*		23.8*		23.7*	14,900 20.0	20.1*		20.0*
SHARE OF AUDIENCE %					36	31 *		37 *		37 *		38 *	38	37 *		39 *
AVG. AUD. BY ¼ HR. %					18.0	19.1	21.9	23.1	23.7	23.9	24.2	23.3	20.0	20.1	20.2	19.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,310 12.5		8,640 11.6		12,590 16.9				12,960 17.4			
Program					WHODUNNIT		HIGHCLIFFE MANOR (OP)		← QUINCY, M.E. (R) →				← SGT. T.K. YU →			
AVERAGE AUDIENCE (Households (000) & %)					8,270 11.1		7,380 9.9		10,210 13.7	13.2*		14.2*	10,430 14.0	13.9*		14.2*
SHARE OF AUDIENCE %					18		16		22	21 *		23 *	26	26 *		27 *
AVG. AUD. BY ¼ HR. %					11.6	10.6	10.1	9.7	12.5	13.9	14.3	14.1	13.8	14.0	14.1	14.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	49.4	49.7	49.2	51.1	53.4	56.2	56.4	56.9	56.9	58.0	58.4	58.8	54.7	54.0	52.8	52.3
WK. 2	49.8	51.9	54.1	57.2	60.0	61.0	60.2	61.3	62.7	64.4	63.8	62.2	54.8	53.2	52.1	51.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. THU. APR. 19, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. APR. 13, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					10,800 14.5				19,000 25.5							
Program					FAMILY (R)(OP)				ABC FRIDAY NIGHT MOVIE LIKE NORMAL PEOPLE							
AVERAGE AUDIENCE (Households (000) & %)					8,050 10.8	9.6*		12.0*	13,560 18.2	16.6*		18.0*		19.3*		18.8*
SHARE OF AUDIENCE %					19	17 *		21 *	31	28 *		30 *		33 *		33 *
AVG. AUD. BY ¼ HR. %					9.7	9.4	11.5	12.4	15.8	17.4	17.8	18.1	19.3	19.4	19.1	18.6
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,970 26.8				18,030 24.2				16,760 22.5			
Program					BUGS BUNNY EASTER SPECIAL (R)(OP)				DUKES OF HAZZARD				DALLAS (R)			
AVERAGE AUDIENCE (Households (000) & %)					15,500 20.8	18.8*		22.7*	14,680 19.7	19.3*		20.1*	14,680 19.7	19.7*		19.7*
SHARE OF AUDIENCE %					37	34 *		39 *	33	33 *		33 *	34	34 *		34 *
AVG. AUD. BY ¼ HR. %					18.0	19.6	22.7	22.8	19.2	19.3	20.0	20.2	19.5	19.9	19.9	19.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,760 22.5		12,740 17.1		14,380 19.3				13,340 17.9			
Program					DIFF'RENT STROKES		HELLO, LARRY (OP)		ROCKFORD FILES				DUKE			
AVERAGE AUDIENCE (Households (000) & %)					14,300 19.2		11,770 15.8		12,070 16.2	16.0*		16.4*	10,650 14.3	14.2*		14.4*
SHARE OF AUDIENCE %					34		27		27	27 *		27 *	25	24 *		25 *
AVG. AUD. BY ¼ HR. %					18.6	19.9	15.6	16.1	15.7	16.4	16.6	16.3	14.4	14.1	14.4	14.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,400 15.3				16,990 22.8							
Program					FAMILY (R)(OP)				ABC FRIDAY NIGHT MOVIE DRIVE-IN							
AVERAGE AUDIENCE (Households (000) & %)					8,640 11.6	11.0*		12.3*	8,940 12.0	12.9*		11.7*		12.2*		11.3*
SHARE OF AUDIENCE %					21	21 *		22 *	22	23 *		21 *		23 *		22 *
AVG. AUD. BY ¼ HR. %					10.9	11.1	12.3	12.3	13.3	12.5	11.9	11.6	12.3	12.0	11.9	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,600 19.6				18,700 25.1				17,950 24.1			
Program					INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD				DALLAS (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,030 14.8	13.3*		16.4*	15,420 20.7	19.9*		21.4*	15,200 20.4	20.4*		20.4*
SHARE OF AUDIENCE %					27	25 *		29 *	37	36 *		38 *	39	38 *		40 *
AVG. AUD. BY ¼ HR. %					12.8	13.8	15.8	16.9	19.4	20.5	21.0	21.9	20.3	20.6	20.6	20.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					15,200 20.4		12,890 17.3		12,810 17.2				11,180 15.0			
Program					DIFF'RENT STROKES (R)		HELLO, LARRY (OP)		ROCKFORD FILES (R)				DUKE			
AVERAGE AUDIENCE (Households (000) & %)					13,560 18.2		11,700 15.7		9,910 13.3	13.4*		13.2*	8,270 11.1	11.3*		10.9*
SHARE OF AUDIENCE %					34		28		24	24 *		24 *	21	21 *		21 *
AVG. AUD. BY ¼ HR. %					17.7	18.8	16.0	15.4	13.1	13.7	13.5	12.9	11.4	11.1	10.8	11.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	48.9	50.4	51.6	52.9	54.9	56.7	57.7	58.2	58.0	59.1	60.1	60.3	58.2	58.3	58.0	57.1
WK. 2	46.0	47.7	47.0	50.3	52.9	54.3	55.5	55.7	55.7	56.2	56.1	55.8	54.1	53.0	51.7	49.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. FRI. APR. 20, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. APR.14, 1979

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,340 17.9				22,870 30.7							
	Program					EASTER BUNNY-COMIN'-TOWN (R)(OP)				LOVE BOAT (R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6	12.9*		14.4*	16,170 21.7	20.3*		22.0*		22.6*		22.0*
	SHARE OF AUDIENCE %					25	24 *		26 *	40	37 *		40 *		42 *		42 *
	AVG. AUD. BY ¼ HR. %					12.4	13.4	14.1	14.6	19.6	21.0	21.9	22.2	23.0	22.2	22.6	21.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,300 19.2				15,200 20.4							
	Program					AMERICAN JR. MISS PAGEANT (OP)				CBS SATURDAY NIGHT MOVIE COLD TURKEY(R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,950 14.7	14.5*		14.9*	9,690 13.0	12.9*		12.5*		13.0*		13.6*
	SHARE OF AUDIENCE %					27	27 *		27 *	24	23 *		23 *		24 *		26 *
	AVG. AUD. BY ¼ HR. %					14.6	14.4	14.7	15.0	13.2	12.6	12.8	12.2	13.1	12.9	13.5	13.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,550 24.9				14,530 19.5				11,320 15.2			
	Program					CHIPS (R)(OP)				B.J. AND THE BEAR				SUPERTRAIN			
	AVERAGE AUDIENCE (Households (000) & %)					14,680 19.7	19.0*		20.5*	11,620 15.6	16.1*		15.0*	8,720 11.7	11.8*		11.5*
	SHARE OF AUDIENCE %					36	36 *		37 *	28	29 *		27 *	22	22 *		22 *
	AVG. AUD. BY ¼ HR. %					18.0	20.0	20.5	20.5	16.6	15.6	15.2	14.9	11.6	12.0	11.2	11.8

WEEK 2		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					9,540 12.8		12,590 16.9		19,070 25.6				11,180 15.0			
	Program					WHAT'S HAPPENING (R)		DELTA HOUSE		LOVE BOAT (R)(OP)				ABC NEWS CLOSEUP MEN UNDER SIEGE:LIFE WITH THE MODERN WOMAN			
	AVERAGE AUDIENCE (Households (000) & %)					8,270 11.1		11,180 15.0		14,530 19.5	19.1*		19.9*	7,450 10.0	11.0*		9.1*
	SHARE OF AUDIENCE %					22		29		36	35 *		37 *	20	21 *		19 *
	AVG. AUD. BY ¼ HR. %					10.6	11.5	14.4	15.6	18.5	19.7	19.8	20.0	11.9	10.1	9.0	9.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,970 20.1		12,740 17.1		20,860 28.0							
	Program					BAD NEWS BEARS		BILLY (OP)		CBS SATURDAY NIGHT MOVIE UPTOWN SATURDAY NIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)					13,340 17.9		11,250 15.1		12,590 16.9	15.5*		16.1*		17.9*		18.0*
	SHARE OF AUDIENCE %					36		29		32	28 *		30 *		35 *		37 *
	AVG. AUD. BY ¼ HR. %					17.3	18.5	14.8	15.4	15.3	15.7	16.1	16.1	18.0	17.8	17.9	18.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)																
	Program					OLYMPATHON '79 (8:00-11:00PM)(11:30-3:00AM)(SUS)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	45.1	46.9	48.8	50.3	52.5	54.0	54.9	56.0	55.0	54.8	54.9	55.0	54.3	53.4	52.6	51.8
	WK. 2	43.4	45.3	47.2	49.0	49.7	51.2	51.9	53.3	54.2	54.8	54.5	54.6	52.5	51.0	48.8	47.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SAT. APR.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,760 13.1				13,560 18.2				24,590 33.0							
ABC TV program	FRIENDS				PAT BOONE EASTER SPECIAL (OP)				ABC SUNDAY NIGHT MOVIE THE BILLION DOLLAR THREAT							
ABC TV AVERAGE AUDIENCE (Households (000) & %)	6,780 9.1	8.0*		10.3*	9,610 12.9	12.0*		13.8*	15,940 21.4	17.7*		20.3*		23.9*		23.6*
ABC TV SHARE OF AUDIENCE %	18	17 *		20 *	23	22 *		24 *	38	29 *		34 *		43 *		45 *
ABC TV AVG. AUD. BY ¼ HR. %	7.5	8.5	9.6	10.9	11.6	12.5	13.7	14.0	17.0	18.3	20.0	20.6	23.8	24.1	24.1	23.1
CBS TV TOTAL AUDIENCE (Households (000) & %)	21,610 29.0				18,330 24.6		17,430 23.4		17,510 23.5		14,970 20.1		14,680 19.7			
CBS TV program	60 MINUTES				ALL IN THE FAMILY (R)		ONE DAY AT A TIME (OP)		ALICE (R)		STOCKARD CHANNING-FRIENDS		MARY TYLER MOORE HOUR			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	17,880 24.0	22.9*		25.2*	16,610 22.3		16,090 21.6		16,020 21.5		13,710 18.4		11,250 15.1	15.9*		14.4*
CBS TV SHARE OF AUDIENCE %	49	48 *		49 *	42		38		36		31		28	29 *		27 *
CBS TV AVG. AUD. BY ¼ HR. %	21.5	24.2	25.1	25.2	22.1	22.5	21.4	21.9	21.2	21.7	18.7	18.0	16.4	15.3	14.6	14.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	11,550 15.5				17,950 24.1								11,850 15.9			
NBC TV program	WONDERFUL WORLD OF DISNEY THE BOY FROM DEAD MAN'S BAYOU PART II(R)				BIG EVENT WITH SIX YOU GET EGGROLL(R)(OP)								WEEKEND			
NBC TV AVERAGE AUDIENCE (Households (000) & %)	8,870 11.9	11.1*		12.7*	11,990 16.1	14.2*		16.3*		17.2*		16.9*	8,790 11.8	12.2*		11.4*
NBC TV SHARE OF AUDIENCE %	24	23 *		25 *	28	26 *		29 *		29 *		28 *	22	22 *		22 *
NBC TV AVG. AUD. BY ¼ HR. %	10.3	11.8	12.6	12.8	13.6	14.8	15.9	16.7	17.3	17.1	17.4	16.5	12.6	11.8	11.4	11.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	11,850 15.9				27,490 36.9											
ABC TV program	FRIENDS (OP)				ABC SUNDAY NIGHT MOVIE FRIENDLY FIRE											
ABC TV AVERAGE AUDIENCE (Households (000) & %)	8,340 11.2	9.4*		13.0*	19,300 25.9	22.3*		24.7*		25.4*		26.7*		28.5*		28.2*
ABC TV SHARE OF AUDIENCE %	21	19 *		23 *	42	37 *		39 *		39 *		42 *		49 *		51 *
ABC TV AVG. AUD. BY ¼ HR. %	8.9	10.0	11.9	14.2	21.4	23.1	24.3	25.0	25.1	25.6	26.6	26.8	28.5	28.6	29.0	27.3
CBS TV TOTAL AUDIENCE (Households (000) & %)	22,650 30.4				17,430 23.4		16,320 21.9		15,940 21.4		13,710 18.4		15,350 20.6			
CBS TV program	60 MINUTES				ALL IN THE FAMILY (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		STOCKARD CHANNING-FRIENDS		MARY TYLER MOORE HOUR			
CBS TV AVERAGE AUDIENCE (Households (000) & %)	19,000 25.5	24.3*		26.7*	15,650 21.0		14,750 19.8		14,830 19.9		12,740 17.1		10,730 14.4	15.2*		13.6*
CBS TV SHARE OF AUDIENCE %	48	48 *		47 *	35		31		31		27		25	26 *		25 *
CBS TV AVG. AUD. BY ¼ HR. %	22.6	25.9	27.1	26.3	20.4	21.5	19.9	19.7	19.8	20.0	17.1	17.2	15.8	14.6	13.9	13.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	10,650 14.3				16,910 22.7								11,620 15.6			
NBC TV program	WONDERFUL WORLD OF DISNEY THE LEGEND OF THE BOY AND THE EAGLE(R)				BIG EVENT ROOSTER COGBURN(R)(OP)								WEEKEND			
NBC TV AVERAGE AUDIENCE (Households (000) & %)	8,490 11.4	10.5*		12.2*	11,850 15.9	13.6*		16.0*		17.1*		17.2*	8,200 11.0	11.1*		10.9*
NBC TV SHARE OF AUDIENCE %	21	21 *		22 *	25	23 *		25 *		26 *		27 *	19	19 *		20 *
NBC TV AVG. AUD. BY ¼ HR. %	10.3	10.8	11.7	12.7	13.1	14.0	15.7	16.3	17.1	17.0	17.7	16.6	11.5	10.6	10.9	10.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	45.8	49.3	50.5	51.8	52.7	54.4	56.0	57.5	59.3	60.9	60.5	59.9	56.0	54.9	53.3	51.5
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	48.5	52.6	55.3	57.6	59.2	61.7	63.4	64.5	64.8	65.3	64.2	63.7	59.6	57.4	56.3	54.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

WEEK 1

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,770 6.4															
ABC TV program	ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)	4,690 6.3															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	6.3															
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,480 8.7							7,750 10.4								
CBS TV program	CBS SUNDAY NEWS-BRADLEY							LATE MOVIE I (M-TH)>(S)(OP)(SUS)(OP)(-OP)						(OP)		
AVERAGE AUDIENCE (Households (000) & %)	6,180 8.3							5,660 7.6								
SHARE OF AUDIENCE %	19							27								
AVG. AUD. BY ¼ HR. %	8.3							9.1								
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,650 4.9					9,390 12.6						2,830 3.8		
NBC TV program			NBC LATE NIGHT MOVIE (-OP)					TONIGHT SHOW >						TOMORROW SHOW (M-TH)(OP)		
AVERAGE AUDIENCE (Households (000) & %)			1,860 2.5	3.1*		2.5*		5,220 7.0	8.1*		6.9*		6.4*	1,860 2.5	2.7*	
SHARE OF AUDIENCE %			13	10 *		12 *		24	24 *		24 *		32 *	16	16 *	
AVG. AUD. BY ¼ HR. %			3.2	3.0	2.6	2.4	2.6	8.5	7.7	7.3	6.3	5.4	4.3	3.0	2.4	2.1

WEEK 2

TIME	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,030 8.1															
ABC TV program	ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)	5,660 7.6															
SHARE OF AUDIENCE %	18															
AVG. AUD. BY ¼ HR. %	7.6															
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,030 8.1							8,790 11.8								
CBS TV program	CBS SUNDAY NEWS-BRADLEY							LATE MOVIE I (M-TH)>(S)(OP)(-OP)						(OP)		
AVERAGE AUDIENCE (Households (000) & %)	5,740 7.7							6,630 8.9	9.6*							
SHARE OF AUDIENCE %	18							34	32 *							
AVG. AUD. BY ¼ HR. %	7.7							9.8	9.4							
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,580 4.8					8,720 11.7						2,830 3.8		
NBC TV program			NBC LATE NIGHT MOVIE (-OP)					TONIGHT SHOW >						TOMORROW SHOW (M-TH)(OP)		
AVERAGE AUDIENCE (Households (000) & %)			1,710 2.3	2.8*		2.5*		4,770 6.4	7.5*		6.0*		4.9*	2,010 2.7	2.9*	
SHARE OF AUDIENCE %			12	10 *		11 *		25	24 *		25 *		26 *	20	20 *	
AVG. AUD. BY ¼ HR. %			2.9	2.8	2.6	2.4	2.3	8.2	6.9	6.3	5.7	5.1	4.9	3.3	2.7	2.3

TV HOUSEHOLDS USING TV (See Def. 1)	SUN. 11:00	11:15	11:30	11:45	12:00	12:15	12:30	MON.-FRI. 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
WK. 1	44.5	38.9	31.5	28.0	23.1	20.1	17.1	36.1	32.8	29.5	27.1	23.9	21.3	19.0	16.4	14.1
WK. 2	44.7	38.3	30.4	26.4	23.2	20.6	17.5	32.6	28.9	25.2	22.7	19.8	17.7	16.0	14.5	13.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.–FRI. APR.9–13, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,100 5.5				4,320 5.8									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			3,200 4.3 26 4.1	4.5			3,730 5.0 24 5.1	4.9								
CBS TV TOTAL AUDIENCE (Households (000) & %)		3,130 4.2			4,470 6.0								5,140 6.9		5,960 8.0	
CBS TV program	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								ALL IN THE FAMILY M-F		PRICE IS RIGHT 1	
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		1,940 2.6 16 2.3	2.6	2.7* 16 * 2.8	2,680 3.6 18 2.9	3.2* 16 * 3.5	3.9	3.9* 19 * 4.0					4,400 5.9 26 5.6	6.2	4,990 6.7 30 6.4	6.9
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,540 6.1				4,920 6.6						3,870 5.2		3,580 4.8	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)	
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			3,870 5.2 29 5.0	5.3			3,950 5.3 28 5.1	5.5					3,200 4.3 19 4.2	4.4	3,050 4.1 18 4.2	4.1

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			[illegible] 4.7				[illegible] 5.4									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
ABC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			2,680 3.6 23 3.4	3.8			3,350 4.5 24 4.4	4.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,910 3.9			4,250 5.7								4,470 6.0		5,070 6.8	
CBS TV program	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								ALL IN THE FAMILY M-F		PRICE IS RIGHT 1	
CBS TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %		1,860 2.5 17 2.4	2.5	2.5* 16 * 2.6	2,760 3.7 20 3.0	3.3* 18 * 3.5	4.0	4.0* 22 * 4.1					3,650 4.9 25 4.7	5.1	4,250 5.7 29 5.5	5.9
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,870 5.2				4,320 5.8						3,430 4.6		2,980 4.0	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								CARD SHARKS		ALL STAR SECRETS (SUS)(OP)	
NBC TV AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %			3,350 4.5 28 4.4	4.5			3,500 4.7 26 4.7	4.7					2,910 3.9 20 3.8	4.1	2,530 3.4 18 3.4	3.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.8	11.1	13.4	14.8	16.4	18.3	18.9	19.6	20.5	21.4	21.9	22.4	22.2	22.7	22.1	22.6
WK. 2	8.2	10.6	12.4	13.9	15.2	17.3	18.1	18.8	19.3	19.8	19.5	19.4	19.4	20.0	19.5	19.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. APR.16–20, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.9-13, 1979

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	5,360		7,450		4,320		5,140		8,340				7,300			
	TOTAL AUDIENCE (%)	7.2		10.0		5.8		6.9		11.2				9.8			
	Program	LAVERNE & SHIRLEY M-F		FAMILY FEUD		$20,000 PYRAMID		RYAN'S HOPE		← ALL MY CHILDREN (SUS)(OP) →				← ONE LIFE TO LIVE →			
	AVERAGE AUDIENCE (Households (000))	4,540		6,410		3,730		4,470		6,260				5,360			
	AVERAGE AUDIENCE (%)	6.1		8.6		5.0		6.0		8.4	8.3*		8.5*	7.2	7.0*		7.4*
	SHARE OF AUDIENCE %	27		35		19		22		30	30 *		30 *	26	25 *		26 *
	AVG. AUD. BY ¼ HR. %	5.8	6.5	8.3	8.9	4.8	5.1	6.0	6.1	8.2	8.5	8.7	8.3	7.1	6.8	7.3	7.5
CBS TV	TOTAL AUDIENCE (Households (000))	6,110		4,840		7,520		6,780				7,970				8,050	
	TOTAL AUDIENCE (%)	8.2		6.5		10.1		9.1				10.7				10.8	
	Program	PRICE IS RIGHT 2		LOVE OF LIFE (11:30-11:54AM) (OP)		YOUNG AND THE RESTLESS		SEARCH FOR TOMORROW				← AS THE WORLD TURNS →				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000))	5,440		4,250		6,710		6,110				6,030				6,410	
	AVERAGE AUDIENCE (%)	7.3		5.7		9.0		8.2				8.1	7.6*		8.6*	8.6	8.4*
	SHARE OF AUDIENCE %	32		23		34		30				29	27 *		31 *	29	29 *
	AVG. AUD. BY ¼ HR. %	7.2	7.4	5.7	5.8	8.8	9.1	8.2	8.2			7.3	7.8	8.6	8.6	8.4	8.6
NBC TV	TOTAL AUDIENCE (Households (000))	4,020		5,510		3,650		4,400		6,710				4,990		7,380	
	TOTAL AUDIENCE (%)	5.4		7.4		4.9		5.9		9.0				6.7		9.9	
	Program	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		← DAYS OF OUR LIVES →				DOCTORS		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000))	3,500		4,840		3,130		3,580		5,140				4,470		5,070	
	AVERAGE AUDIENCE (%)	4.7		6.5		4.2		4.8		6.9	6.7*		7.1*	6.0		6.8	6.6*
	SHARE OF AUDIENCE %	20		26		16		18		25	24 *		25 *	21		23	23 *
	AVG. AUD. BY ¼ HR. %	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	4,320		[illegible]		[illegible]		[illegible]		[illegible]				[illegible]			
	TOTAL AUDIENCE (%)	5.8		8.4		5.5		6.9		11.1				[illegible]			
	Program	LAVERNE & SHIRLEY M-F		FAMILY FEUD		$20,000 PYRAMID		RYAN'S HOPE		← ALL MY CHILDREN (SUS)(OP) →				← ONE LIFE TO LIVE →			
	AVERAGE AUDIENCE (Households (000))	3,650		5,290		3,580		4,470		6,480				5,740			
	AVERAGE AUDIENCE (%)	4.9		7.1		4.8		6.0		8.7	8.5*		8.9*	7.7	7.6*		7.8*
	SHARE OF AUDIENCE %	25		32		21		25		33	33 *		33 *	29	29 *		29 *
	AVG. AUD. BY ¼ HR. %	4.6	5.2	7.0	7.2	4.6	5.0	5.7	6.3	8.2	8.8	9.0	8.8	7.6	7.6	7.7	7.9
CBS TV	TOTAL AUDIENCE (Households (000))	5,740		4,620		6,930		6,180				7,600				7,450	
	TOTAL AUDIENCE (%)	7.7		6.2		9.3		8.3				10.2				10.0	
	Program	PRICE IS RIGHT 2		LOVE OF LIFE (11:30-11:54AM) (OP)		YOUNG AND THE RESTLESS		SEARCH FOR TOMORROW				← AS THE WORLD TURNS →				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000))	4,920		4,100		6,260		5,440				5,810				5,810	
	AVERAGE AUDIENCE (%)	6.6		5.5		8.4		7.3				7.8	7.4*		8.2*	7.8	7.8*
	SHARE OF AUDIENCE %	33		25		36		30				29	28 *		31 *	29	29 *
	AVG. AUD. BY ¼ HR. %	6.4	6.8	5.6	5.6	8.1	8.7	7.4	7.2			7.2	7.6	8.2	8.2	7.8	7.8
NBC TV	TOTAL AUDIENCE (Households (000))	3,650		4,770		3,350		3,870		5,960				4,540		7,080	
	TOTAL AUDIENCE (%)	4.9		6.4		4.5		5.2		8.0				6.1		9.5	
	Program	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		PASSWORD PLUS		HOLLYWOOD SQUARES (SUS)(OP)		← DAYS OF OUR LIVES →				DOCTORS		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000))	3,130		4,100		2,910		3,050		4,470				4,100		4,840	
	AVERAGE AUDIENCE (%)	4.2		5.5		3.9		4.1		6.0	5.8*		6.2*	5.5		6.5	5.9*
	SHARE OF AUDIENCE %	21		25		17		17		23	23 *		23 *	21		24	22 *
	AVG. AUD. BY ¼ HR. %	4.1	4.3	5.5	5.5	3.7	4.1	3.9	4.3	5.7	5.9	6.2	6.3	5.6	5.5	5.8	6.1

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	22.7	23.4	24.4	25.4	26.2	27.5	27.7	27.7	27.1	27.2	27.4	27.7	27.6	28.3	28.7	29.3
	WK. 2	19.7	20.8	22.1	22.8	23.4	24.5	24.7	25.1	25.0	26.0	26.3	26.5	26.2	26.6	26.9	27.5

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR.16-20, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.–FRI. APR.9–13, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	7,820 10.5				4,470 6.0										9,610 12.9	
ABC TV program	← GENERAL HOSPITAL →				EDGE OF NIGHT (MWTHF)(SUS)(OP)										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	5,890 7.9	7.5*		8.3*	3,870 5.2										8,270 11.1	
SHARE OF AUDIENCE %	26	25 *		27 *	17										22	
AVG. AUD. BY ¼ HR. %	7.5	7.6	8.1	8.5	5.4	5.0									10.8	11.5
CBS TV TOTAL AUDIENCE (Households (000) & %)			7,600 10.2		4,990 6.7										11,770 15.8	
CBS TV program	GUIDING LIGHT		M*A*S*H M-F		MATCH GAME '79 (MWTHF)(SUS)(OP)										CBS EVENING NEWS-CRONKITE	
AVERAGE AUDIENCE (Households (000) & %)		8.8*	6,560 8.8		4,320 5.8										10,430 14.0	
SHARE OF AUDIENCE %		29 *	28		18										28	
AVG. AUD. BY ¼ HR. %	8.8	8.8	8.5	9.2	5.7	5.9									13.8	14.1
NBC TV TOTAL AUDIENCE (Households (000) & %)															9,910 13.3	
NBC TV program	← ANOTHER WORLD →				(SUS)(OP)										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		6.9*		6.9*											8,720 11.7	
SHARE OF AUDIENCE %		23 *		22 *											23	
AVG. AUD. BY ¼ HR. %	6.8	6.9	7.0	6.9											11.5	11.8

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible] 10.5				[illegible] 5.8										[illegible]	
ABC TV program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0	7.8*		8.2*	3,650 4.9										8,340 11.2	
SHARE OF AUDIENCE %	29	28 *		29 *	17										23	
AVG. AUD. BY ¼ HR. %	7.7	7.9	8.2	8.3	4.9	4.8									10.9	11.5
CBS TV TOTAL AUDIENCE (Households (000) & %)			6,930 9.3		4,540 6.1										11,320 15.2	
CBS TV program	GUIDING LIGHT		M*A*S*H M-F		MATCH GAME '79										CBS EVENING NEWS-CRONKITE	
AVERAGE AUDIENCE (Households (000) & %)		7.9*	5,810 7.8		3,870 5.2										10,130 13.6	
SHARE OF AUDIENCE %		29 *	27		18										29	
AVG. AUD. BY ¼ HR. %	8.0	7.9	7.5	8.2	4.9	5.4									13.2	13.9
NBC TV TOTAL AUDIENCE (Households (000) & %)															9,690 13.0	
NBC TV program	← ANOTHER WORLD →				(S)(OP)										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		6.6*		7.0*											8,270 11.1	
SHARE OF AUDIENCE %		24 *		25 *											23	
AVG. AUD. BY ¼ HR. %	6.5	6.7	7.1	7.0											10.9	11.3
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.9	30.8	31.0	32.1	31.4	32.3	32.3	34.4	36.2	37.8	39.3	42.2	45.4	48.1	49.9	51.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	27.7	28.5	28.5	29.4	29.1	30.2	29.4	31.1	33.0	34.8	36.4	39.6	43.3	45.2	46.9	49.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.–FRI. APR.16–20, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR.14, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,430		4,690		5,220		5,360		5,660		5,440	
TOTAL AUDIENCE (%)					4.6		6.3		7.0		7.2		7.6		7.3	
Program					SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE-SUPERFRIENDS 1		CHALLENGE-SUPERFRIENDS 2		CHALLENGE-SUPERFRIENDS 3 (OP)	
AVERAGE AUDIENCE (Households (000))					2,760		3,730		4,170		4,470		4,840		4,620	
AVERAGE AUDIENCE (%)					3.7		5.0		5.6		6.0		6.5		6.2	
SHARE OF AUDIENCE %					29		27		26		27		28		27	
AVG. AUD. BY ¼ HR. %					3.0	4.5	4.9	5.1	5.7	5.4	5.5	6.5	6.8	6.3	6.4	6.0
CBS TV TOTAL AUDIENCE (Households (000))					3,800		5,070		7,600		8,420		8,640		6,480	
TOTAL AUDIENCE (%)					5.1		6.8		10.2		11.3		11.6		8.7	
Program					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
AVERAGE AUDIENCE (Households (000))					3,050		4,400		6,260		7,150		7,450		5,220	
AVERAGE AUDIENCE (%)					4.1		5.9		8.4		9.6		10.0		7.0	
SHARE OF AUDIENCE %					30		33		39		42		42		30	
AVG. AUD. BY ¼ HR. %					3.5	4.6	5.6	6.2	7.9	9.0	9.4	9.9	10.0	10.0	7.3	6.7
NBC TV TOTAL AUDIENCE (Households (000))					2,530		4,020		4,400		4,400		4,100		6,030	
TOTAL AUDIENCE (%)					3.4		5.4		5.9		5.9		5.5		8.1	
Program			BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)	
AVERAGE AUDIENCE (Households (000))					2,240		3,130		3,650		3,800		3,730		4,840	
AVERAGE AUDIENCE (%)					3.0		4.2		4.9		5.1		5.0		6.5	
SHARE OF AUDIENCE %					23		23		23		23		21		28	
AVG. AUD. BY ¼ HR. %					2.9	3.1	3.6	4.9	4.9	5.0	5.3	4.8	4.8	5.1	6.5	6.6

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					[illegible]		[illegible]		[illegible]		[illegible]		[illegible]		[illegible]	
TOTAL AUDIENCE (%)					4.6		5.8		6.4		5.6		5.0		7.6	
Program					SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE-SUPERFRIENDS 1		CHALLENGE-SUPERFRIENDS 2		CHALLENGE-SUPERFRIENDS 3 (OP)	
AVERAGE AUDIENCE (Households (000))					2,610		3,350		3,730		3,430		3,730		4,690	
AVERAGE AUDIENCE (%)					3.5		4.5		5.0		4.6		5.0		6.3	
SHARE OF AUDIENCE %					26		25		24		23		24		30	
AVG. AUD. BY ¼ HR. %					3.0	4.0	4.4	4.6	5.2	4.9	4.5	4.8	4.8	5.1	6.5	6.1
CBS TV TOTAL AUDIENCE (Households (000))					3,800		5,140		6,560		7,670		7,900		4,920	
TOTAL AUDIENCE (%)					5.1		6.9		8.8		10.3		10.6		6.6	
Program					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
AVERAGE AUDIENCE (Households (000))					3,200		4,250		5,360		6,630		6,410		3,870	
AVERAGE AUDIENCE (%)					4.3		5.7		7.2		8.9		8.6		5.2	
SHARE OF AUDIENCE %					30		32		36		42		39		24	
AVG. AUD. BY ¼ HR. %					4.0	4.7	5.7	5.8	6.8	7.6	8.8	9.0	8.7	8.6	5.5	4.9
NBC TV TOTAL AUDIENCE (Households (000))					2,530		3,200		3,730		4,170		3,870		5,290	
TOTAL AUDIENCE (%)					3.4		4.3		5.0		5.6		5.2		7.1	
Program			BAY CITY ROLLERS (SUS)		ALVIN-CHIPMUNKS(B)		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)	
AVERAGE AUDIENCE (Households (000))					1,940		2,610		3,280		3,500		3,500		4,470	
AVERAGE AUDIENCE (%)					2.6		3.5		4.4		4.7		4.7		6.0	
SHARE OF AUDIENCE %					19		20		23		23		22		29	
AVG. AUD. BY ¼ HR. %					2.2	3.0	3.1	3.9	4.3	4.5	4.7	4.6	4.6	4.8	5.6	6.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	5.0	7.4	9.3	10.7	12.7	14.9	17.1	19.0	21.0	21.8	22.3	23.4	23.8	24.1	23.6	23.7
WK. 2	5.5	6.8	9.0	11.4	13.3	15.6	17.1	18.6	19.7	20.0	21.0	21.3	21.8	22.3	21.6	21.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. APR.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR.14, 1979

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,470 6.0		3,950 5.3		3,130 4.2		6,030 8.1									
ABC TV program	FANGFACE (OP)		ALL NEW PINK PANTHER (OP)		ABC WEEKEND SPECIALS THE ESCAPE OF A ONE-TON PET PART I		← AMERICAN BANDSTAND '79 →									
AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		2,910 3.9		2,530 3.4		3,730 5.0	4.6*		5.4*						
SHARE OF AUDIENCE %	22		17		16		21	20 *		23 *						
AVG. AUD. BY ¼ HR. %	5.2	4.8	3.8	4.1	3.3	3.5	4.3	4.9	5.4	5.4						
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,410 8.6		6,180 8.3		5,510 7.4		5,810 7.8		3,800 5.1		5,140 6.9					
CBS TV program	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	5,290 7.1		5,290 7.1		4,690 6.3		4,920 6.6		3,130 4.2		4,020 5.4					
SHARE OF AUDIENCE %	30		31		29		28		18		19					
AVG. AUD. BY ¼ HR. %	7.4	6.8	7.3	7.0	6.4	6.2	6.7	6.5	4.2	4.3	5.6	5.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,590 7.5		5,360 7.2		3,730 5.0		2,910 3.9						5,070 6.8	11,700 15.7		
NBC TV program	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD &-GALLOPING GHOST		FABULOUS FUNNIES						(1) (-OP)	NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS PITTSBURGH (2:20-5:00PM)		
AVERAGE AUDIENCE (Households (000) & %)	4,770 6.4		4,690 6.3		2,980 4.0		2,460 3.3						4,170 5.6	5,510 7.4		6.5*
SHARE OF AUDIENCE %	28		28		19		14						22	25		24 *
AVG. AUD. BY ¼ HR. %	6.2	6.6	6.5	6.1	3.8	4.3	3.3	3.4					5.6	5.7	6.2	6.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible]		[illegible]		[illegible]		[illegible]									
ABC TV program	FANGFACE (OP)		ALL NEW PINK PANTHER (OP)		ABC WEEKEND SPECIALS THE ESCAPE OF A ONE-TON PET PART II		← AMERICAN BANDSTAND '79 →									
AVERAGE AUDIENCE (Households (000) & %)	3,650 4.9		3,200 4.3		2,530 3.4		3,430 4.6	4.0*		5.2*						
SHARE OF AUDIENCE %	25		21		18		22	19 *		25 *						
AVG. AUD. BY ¼ HR. %	4.8	5.1	4.3	4.3	3.3	3.4	3.8	4.2	5.4	5.0						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		4,920 6.6		4,020 5.4		4,470 6.0		3,730 5.0		3,350 4.5					
CBS TV program	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	3,950 5.3		4,170 5.6		3,350 4.5		3,730 5.0		3,130 4.2		2,610 3.5					
SHARE OF AUDIENCE %	25		28		24		24		20		17					
AVG. AUD. BY ¼ HR. %	5.6	5.0	5.5	5.7	4.6	4.5	4.8	5.1	4.2	4.1	3.4	3.7				
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		4,470 6.0		3,650 4.9		2,380 3.2		10,880 14.6							
NBC TV program	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD &-GALLOPING GHOST		FABULOUS FUNNIES		← NBC MAJOR LEAGUE BASEBALL — KANSAS CITY VS BOSTON & SEATTLE VS MINNESOTA (1:12-4:14PM)(OP)							
AVERAGE AUDIENCE (Households (000) & %)	4,320 5.8		3,800 5.1		3,050 4.1		2,090 2.8		4,170 5.6			5.3*		5.5*		6.0*
SHARE OF AUDIENCE %	31		27		22		14		23			25 *		24 *		24 *
AVG. AUD. BY ¼ HR. %	5.8	5.8	5.1	5.1	4.2	3.9	2.8	2.9	3.9	4.0	5.4	5.2	5.4	5.6	6.1	6.0
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	23.6	23.6	23.3	22.4	21.7	21.8	22.8	23.7	23.7	23.6	23.9	24.4	24.8	25.8	26.3	27.0
WK. 2	21.1	20.4	19.9	19.7	18.5	19.2	20.2	21.5	21.5	20.6	20.7	21.0	22.3	23.6	25.1	25.7

U.S. TV Households: 74,500,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:20PM)

For explanation of symbols, See page A.

DAY SAT. APR.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR.14, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			10,580 14.2						15,870 21.3							
ABC TV program			← PRO BOWLERS TOUR					→	← ABC WIDE WORLD-SPORTS SAT					→		
AVERAGE AUDIENCE (Households (000) & %)			6,630 8.9	7.2*		8.7*		10.7*	10,210 13.7	12.9*		14.8*		13.3*		
SHARE OF AUDIENCE %			29	24 *		28 *		33 *	36	37 *		39 *		32 *		
AVG. AUD. BY ¼ HR. %			6.8	7.5	8.2	9.2	10.3	11.1	12.5	13.2	14.2	15.5	14.4	12.3		
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,060 13.5										8,640 11.6	
CBS TV program					← MASTERS GOLF TOURN.-SAT.							→			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)					4,920 6.6	5.0*		6.1*		7.8*		7.6*			7,450 10.0	
SHARE OF AUDIENCE %					21	17 *		19 *		24 *		22 *			23	
AVG. AUD. BY ¼ HR. %					4.9	5.2	5.6	6.5	7.7	7.9	7.7	7.6			9.5	10.5
NBC TV TOTAL AUDIENCE (Households (000) & %)															6,850 9.2	
NBC TV program	NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS PITTSBURGH (2:20-5:00PM)							→							NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		8.2*		7.8*		7.5*		7.4*							5,740 7.7	
SHARE OF AUDIENCE %		29 *		26 *		25 *		24 *							18	
AVG. AUD. BY ¼ HR. %	8.0	8.4	8.1	7.4	7.7	7.3	7.6	7.2							[illegible]	[illegible]

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			[illegible] 11.9						[illegible] 20.8							
ABC TV program			← PRO BOWLERS TOUR					→	← ABC WIDE WORLD-SPORTS SAT					→		
AVERAGE AUDIENCE (Households (000) & %)			5,140 6.9	5.5*		7.0*		8.1*	9,610 12.9	10.9*		12.9*		15.0*		
SHARE OF AUDIENCE %			23	19 *		23 *		27 *	37	35 *		38 *		39 *		
AVG. AUD. BY ¼ HR. %			5.2	5.8	6.5	7.5	7.8	8.3	10.0	11.9	12.8	13.0	14.9	15.2		
CBS TV TOTAL AUDIENCE (Households (000) & %)							7,970 10.7								7,900 10.6	
CBS TV program							← CBS SPORTS SPECTACULAR					→			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)							3,870 5.2	5.3*		5.7*		4.6*			6,850 9.2	
SHARE OF AUDIENCE %							17	18 *		19 *		14 *			23	
AVG. AUD. BY ¼ HR. %							5.0	5.6	6.1	5.3	4.6	4.5			9.0	9.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					7,600 10.2										5,890 7.9	
NBC TV program	NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS BOSTON & SEATTLE VS MINNESOTA(1:12-4:14PM)(-OP)					← TOURN. OF CHAMPIONS-SAT. (4:14-6:00PM)						→			NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		5.6*		6.2*	3,350 4.5			4.5*		4.1*		5.0*			4,990 6.7	
SHARE OF AUDIENCE %		22 *		22 *	15			15 *		14 *		16 *			17	
AVG. AUD. BY ¼ HR. %	5.4	5.9	6.3	6.2	5.4	4.7	5.0	4.1	4.1	4.1	4.6	5.3			6.3	7.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	27.1	28.4	29.4	30.2	30.1	31.3	32.8	32.8	33.9	35.0	36.8	39.1	41.4	41.5	42.7	44.0
WK. 2	25.9	26.2	27.7	29.4	30.5	29.7	29.2	29.9	30.5	31.8	33.3	34.2	37.5	39.8	40.9	41.2

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. APR.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR.15, 1979

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)															2,610 3.5	
Program													KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
AVERAGE AUDIENCE (Households (000) & %)															2,090 2.8	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															2.7	2.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					1,120 1.5		1,190 1.6									
Program					WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)		RELIG SPECIAL:EASTER (SUS)				RELIG SPECIAL:FEAST-LIFE (SUS)			
AVERAGE AUDIENCE (Households (000) & %)					750 1.0		750 1.0									
SHARE OF AUDIENCE %					11		8									
AVG. AUD. BY ¼ HR. %					.9	1.1	.9	1.1								
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
Program					VEGETABLE SOUP II (SUS)								RELIGIOUS SERIES (SUS)			
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
Program													KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II	
AVERAGE AUDIENCE (Households (000) & %)															2,310 3.1	
SHARE OF AUDIENCE %															17	
AVG. AUD. BY ¼ HR. %															3.0	3.3
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					1,270 1.7		1,190 1.6		2,830 3.8							
Program					WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)		SUNDAY MORNING						LAMP UNTO MY FEET (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					820 1.1		820 1.1		1,640 2.2	1.7*		2.2*		2.6*		
SHARE OF AUDIENCE %					13		9		13	11 *		13 *		14 *		
AVG. AUD. BY ¼ HR. %					1.1	1.1	.9	1.2	1.6	1.9	2.1	2.3	2.7	2.5		
NBC TV																
TOTAL AUDIENCE (Households (000) & %)																
Program					VEGETABLE SOUP II (SUS)											
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)																
WK. 1	4.3	5.4	6.1	7.2	9.1	11.1	12.3	13.2	14.2	15.7	17.3	18.1	18.3	18.6	18.6	18.9
WK. 2	4.1	4.6	5.0	6.3	8.2	10.8	13.0	14.4	15.2	15.9	16.3	17.2	18.8	18.5	17.9	18.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. APR.22. 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR.15, 1979

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,610 3.5		2,460 3.3										8,050 10.8			
ABC TV program	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS, ANIMALS (OP)		← DIRECTIONS (SUS) →								← INT'L CHAMPIONSHIP BOXING →			
AVERAGE AUDIENCE (Households (000) & %)	2,010 2.7		2,090 2.8										5,140 6.9			
SHARE OF AUDIENCE %	15		15										24	5.8* 21 *		7.3* 25 *
AVG. AUD. BY ¼ HR. %	2.8	2.5	2.6	3.0									5.1	6.5	7.1	7.5
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,460 3.3						8,940 12.0							
CBS TV program			FACE THE NATION						← NBA PLAYOFF GAME-SUN. VARIOUS TEAMS & TIMES (1:00-3:30PM) →							
AVERAGE AUDIENCE (Households (000) & %)			2,160 2.9						4,250 5.7	4.9*		6.4*		6.3*		5.6*
SHARE OF AUDIENCE %			16						20	21 *		23 *		22 *		18 *
AVG. AUD. BY ¼ HR. %			2.8	2.9					4.3	5.5	6.4	6.4	6.0	6.5	5.7	5.5
NBC TV TOTAL AUDIENCE (Households (000) & %)							3,130 4.2									
NBC TV program							MEET THE PRESS		← RELIGIOUS SERIES (JUS) →							
AVERAGE AUDIENCE (Households (000) & %)							2,460 3.3									
SHARE OF AUDIENCE %							17									
AVG. AUD. BY ¼ HR. %							3.3	3.4								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible] 4.9		[illegible] 3.3		[illegible] 3.1								[illegible] 9.4			
ABC TV program	KIDS ARE PEOPLE TOO !!!		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						← INT'L CHAMPIONSHIP BOXING →			
AVERAGE AUDIENCE (Households (000) & %)	2,980 4.0		2,010 2.7		1,940 2.6								3,800 5.1	4.8*		6.4*
SHARE OF AUDIENCE %	20		14		13								18	17 *		22 *
AVG. AUD. BY ¼ HR. %	3.9	4.2	2.7	2.8	2.8	2.4							4.2	5.4	6.3	6.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,430 4.6						2,090 2.8		10,060 13.5					
CBS TV program			FACE THE NATION						THREE ON THREE		← NBA PLAYOFF GAME-SUN. SAN ANTONIO VS PHILADELPHIA & WASHINGTON VS ATLANTA (1:30-4:16PM) →					
AVERAGE AUDIENCE (Households (000) & %)			2,680 3.6						1,420 1.9		4,170 5.6	4.3*		5.2*		5.1*
SHARE OF AUDIENCE %			20						9		21	19 *		20 *		19 *
AVG. AUD. BY ¼ HR. %			3.4	3.7					1.9	2.0	4.2	4.5	4.9	5.6	5.1	5.0
NBC TV TOTAL AUDIENCE (Households (000) & %)							2,760 3.7								5,890 7.9	
NBC TV program							MEET THE PRESS								SPORTSWORLD	
AVERAGE AUDIENCE (Households (000) & %)							2,380 3.2								2,760 3.7	3.1*
SHARE OF AUDIENCE %							16								13	11 *
AVG. AUD. BY ¼ HR. %							3.1	3.2							3.0	3.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	18.7	18.3	18.4	18.7	18.7	19.4	18.8	19.6	21.6	23.9	26.1	27.3	27.3	28.8	28.9	29.4
WK. 2	19.5	19.9	19.3	19.3	19.8	20.7	20.9	21.6	21.7	23.3	24.7	26.0	27.6	29.3	29.7	29.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. APR.22, 1979

... and FMNA Reports Only

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. APR.15, 1979

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			7,600 / 10.2				11,320 / 15.2								5,740 / 7.7	
ABC TV program	INT'L CHAMPIONSHIP BOXING		← AMERICAN SPORTSMAN →				← ABC WIDE WORLD-SPORTS-SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		7.7*	4,620 / 6.2	5.6*		6.7*	6,850 / 9.2	8.4*		9.6*		9.5*			4,770 / 6.4	
SHARE OF AUDIENCE %		26 *	20	18 *		22 *	28	27 *		29 *		27 *			16	
AVG. AUD. BY ¼ HR. %	7.7	7.7	5.8	5.4	6.3	7.1	8.1	8.8	9.8	9.5	9.6	9.4			6.2	6.6
CBS TV TOTAL AUDIENCE (Households (000) & %)			4,320 / 5.8		12,590 / 16.9										4,770 / 6.4	
CBS TV program	NBA PLAYOFF GAME-SUN. VARIOUS TEAMS & TIMES(1:00-3:30PM)		CHALLENGE OF THE SEXES		← MASTERS GOLF TOURN.-SUN (4:00-6:40PM)(-OP) →											(1)
AVERAGE AUDIENCE (Households (000) & %)		5.1*	3,280 / 4.4		6,480 / 8.7	6.7*		8.3*		8.6*		9.0*		10.6*	4,470 / 6.0	
SHARE OF AUDIENCE %		16 *	15		26	23 *		26 *		26 *		26 *		28 *	15	
AVG. AUD. BY ¼ HR. %	5.4	4.8	4.0	4.8	6.4	6.9	8.1	8.6	8.7	8.5	8.6	9.4	10.3	10.9	5.5	6.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					6,780 / 9.1										6,260 / 8.4	
NBC TV program					← SPORTSWORLD →										NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)					2,980 / 4.0	3.6*		4.1*		3.9*		4.3*			4,770 / 6.4	
SHARE OF AUDIENCE %					13	12 *		13 *		12 *		13 *			16	
AVG. AUD. BY ¼ HR. %					3.4	3.9	4.1	4.1	3.8	4.0	4.4	4.3			6.4	6.5

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV program	INT'L CHAMPIONSHIP BOXING		← AMERICAN SPORTSMAN →				← ABC WIDE WORLD-SPORTS-SUN →								ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.2*	3,500 / 4.7	4.3*		5.0*	5,440 / 7.3	6.2*		7.0*		8.5*			5,590 / 7.5	
SHARE OF AUDIENCE %		14 *	15	14 *		16 *	22	20 *		22 *		24 *			18	
AVG. AUD. BY ¼ HR. %	4.4	4.1	4.2	4.4	4.5	5.5	6.0	6.4	6.8	7.3	8.6	8.4			7.3	7.7
CBS TV TOTAL AUDIENCE (Households (000) & %)						11,250 / 15.1									7,970 / 10.7	
CBS TV program	← NBA PLAYOFF GAME-SUN. SAN ANTONIO VS PHILADELPHIA & WASHINGTON VS ATLANTA(1:30-4:16PM)(-OP)					← NBA PLAYOFF GAME-SUN 2 KANSAS CITY VS PHOENIX & SEATTLE VS LOS ANGELES (4:16-6:15PM) →									CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		5.8*		6.9*		4,920 / 6.6		6.1*		6.1*		7.3*			6,030 / 8.1	
SHARE OF AUDIENCE %		21 *		24 *		20		20 *		19 *		21 *			19	
AVG. AUD. BY ¼ HR. %	5.9	5.8	6.6	7.3	6.8	6.2	6.2	6.0	5.8	6.4	6.7	7.8	7.9		8.7	7.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					8,340 / 11.2										7,000 / 9.4	
NBC TV program	SPORTSWORLD →				← TOURN. OF CHAMPIONS-SUN. →										NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000) & %)		4.3*		3.7*	4,020 / 5.4	4.7*		4.9*		5.7*		6.1*			5,960 / 8.0	
SHARE OF AUDIENCE %		15 *		13 *	17	15 *		16 *		18 *		17 *			19	
AVG. AUD. BY ¼ HR. %	4.2	4.4	4.0	3.4	4.7	4.8	4.5	5.3	5.8	5.6	5.8	6.4			7.9	8.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	30.4	31.0	30.2	30.1	29.8	31.3	31.8	33.1	33.9	34.3	35.4	35.8	37.8	40.3	40.7	41.6
WK. 2	29.4	30.0	29.9	30.2	30.8	31.0	31.0	31.9	32.0	32.4	34.3	36.5	39.1	42.0	44.1	45.3

U.S. TV Households: 74,500,000

(1)CBS EVENING NEWS-DEAN(B),CBS,(6:40-7:00PM)

For explanation of symbols, See page A.

DAY SUN. APR.22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ½ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ½ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC ACADEMY AWARDS(S)	1	10.00-12.41AM	→GRID	40,080	53.8	25,780	34.6	63									
			11.00						38.5								
			11.15				37.1*	65*	35.7								
			11.30						34.9								
			11.45				33.6*	71*	32.4								
			12.00						31.0								
			12.15				30.3*	72*	29.5								
			12.30						28.8								
EVENING TUESDAY																	
NBC PROMO FILL(SUS)	2	10.49-11.00PM	10.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	8.58- 8.59PM	8.45	11,180	15.0	11,180	15.0	27	15.0								
	2	9.58- 9.59PM	9.45														
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	7,150	9.6	6,850	9.2	20	9.2		13,110	17.6	13,110	17.6	32	17.6	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	9,910	13.3	9,910	13.3	24	13.3		4,250	5.7	4,250	5.7	13	5.7	
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	13,340	17.9	13,340	17.9	32	17.9		9,240	12.4	9,240	12.4	23	12.4	
NBC OLYMPATHON '79(SUS)	2	11.30- 3.00AM	11.30														
NBC SATURDAY NIGHT	1	11.30-12.49AM	11.30	15,870	21.3	10,650	14.3	41	15.3								
			11.45				15.3*	40*	15.3								
			12.00						14.9								
			12.15				14.6*	43*	14.2								
			12.30						12.7								
			12.45						10.6								
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45								13,260	17.8	13,260	17.8	31	17.8	
	1	8.58- 8.59PM	8.45	10,500	14.1	10,500	14.1	25	14.1								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	13,710	18.4	13,710	18.4	32	18.4		13,110	17.6	13,110	17.6	27	17.6	
NBC NBC NEWS UPDATE-SUN.	1	9.04- 9.06PM	9.00	13,040	17.5	12,890	17.3	29	17.3								
	2	9.01- 9.02PM	9.00								12,520	16.8	12,520	16.8	26	16.8	
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.39AM	→GRID	3,650	4.9	1,860	2.5	13									
	2	11.30- 1.47AM	→GRID								3,580	4.8	1,710	2.3	12		
			12.45				2.5*	15*	2.3					2.1*	12*	1.9	
			1.00						2.3							2.0	
			1.15				2.2*	17*	2.2					1.9*	13*	1.9	
			1.30						2.1							1.9	
			1.45													1.9	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	14,680	19.7	14,680	19.7	32	12.9	M-F	13,630	18.3	13,630	18.3	30	13.4	M-F
			9.45						21.4	M-TH						21.6	TU-TH
ABC LAWRENCE OF ARABIA(S)	2	11.30- 1.33AM	11.30								5,810	7.8	2,830	3.8	17	5.7	MON.
			11.45											5.2*	17*	4.6	MON.
			12.00													4.3	MON.
			12.15											4.0*	16*	3.8	MON.
			12.30													3.1	MON.

CONT'D

 U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC LAWRENCE OF ARABIA(S)-CONT'D			12.45											3.1*	17*	3.1	MON.
			1.00													3.3	MON.
			1.15											3.1*	21*	3.0	MON.
			1.30													2.7	MON.
ABC POLICE WOMAN		11.30-12.37AM	11.30	7,750	10.4	5,440	7.3	26	8.7	WED.	6,850	9.2	4,620	6.2	25	7.4	WED.
			11.45				8.3*	26*	8.0	WED.				6.9*	24*	6.4	WED.
			12.00						7.1	WED.						5.9	WED.
			12.15				6.7*	26*	6.3	WED.				5.8*	26*	5.7	WED.
			12.30						5.4	WED.						5.3	WED.
ABC SOAP	1	11.30-12.04AM	11.30	8,050	10.8	6,710	9.0	25	9.0	FRI.							
	2	11.30-12.03AM	11.30								6,780	9.1	5,440	7.3	22	7.2	FRI.
			11.45						9.2	FRI.						7.4	FRI.
			12.00						8.2	FRI.						7.1	FRI.
ABC STARSKY AND HUTCH-11:30	1	11.30-12.37AM	11.30	6,260	8.4	4,470	6.0	20	6.4	THU.							
	2	11.30-12.36AM	11.30								7,380	9.9	4,840	6.5	25	7.5	THU.
			11.45				6.3*	19*	6.1	THU.				7.1*	23*	6.7	THU.
			12.00						5.9	THU.						6.3	THU.
			12.15				5.9*	22*	5.9	THU.				6.2*	26*	6.1	THU.
			12.30						5.0	THU.						4.7	THU.
ABC TUESDAY MOVIE OF THE WEEK		11.30-12.41AM	11.30	5,590	7.5	3,800	5.1	19	6.5	TUE.	6,850	9.2	4,250	5.7	22	7.2	TUE.
			11.45				6.1*	20*	5.7	TUE.				6.8*	23*	6.3	TUE.
			12.00						4.9	TUE.						5.6	TUE.
			12.15				4.6*	19*	4.3	TUE.				5.2*	22*	4.8	TUE.
			12.30						4.0	TUE.						4.3	TUE.
ABC BARETTA	1	12.04- 1.07AM	12.00	5,590	7.5	3,800	5.1	19	5.9	FRI.							
	2	12.03- 1.07AM	12.00								4,770	6.4	3,580	4.8	20	5.4	FRI.
			12.15				5.7*	18*	5.6	FRI.				5.1*	19*	4.9	FRI.
			12.30						5.1	FRI.						4.6	FRI.
			12.45				4.8*	19*	4.4	FRI.				4.5*	20*	4.5	FRI.
			1.00						4.0	FRI.						4.4	FRI.
ABC ACADEMY AWARDS(SUS)	1	12.41- 1.22AM	12.30							MON.							
ABC MANNIX-THURS.	1	12.37- 1.20AM	12.30	3,580	4.8	2,830	3.8	20	3.9	THU.							
	2	12.36- 1.14AM	12.30								3,350	4.5	2,830	3.8	22	4.1	THU.
			12.45				3.9*	18*	3.9	THU.				3.9*	21*	3.8	THU.
			1.00						3.8	THU.						3.5	THU.
			1.15				3.8*	22*	3.6	THU.							
ABC MANNIX-WED.	1	12.37- 1.16AM	12.30	3,350	4.5	2,830	3.6	21	4.0	WED.							
	2	12.37- 1.14AM	12.30								3,800	5.1	3,280	4.4	28	4.4	WED.
			12.45				3.8*	19*	3.8	WED.				4.4*	26*	4.4	WED.
			1.00						3.7	WED.						4.3	WED.
			1.15						3.7	WED.							
ABC TUESDAY MOVIE-WEEK PART 2	1	12.41- 1.32AM	12.30	2,980	4.0	2,680	3.6	24	4.0	TUE.							
	2	12.41- 1.35AM	12.30								3,650	4.9	2,830	3.8	26	4.2	TUE.
			12.45						3.9	TUE.						4.2	TUE.
			1.00						3.5	TUE.						3.7	TUE.
			1.15				3.4*	25*	3.3	TUE.				3.5*	26*	3.4	TUE.
			1.30						3.1	TUE.						3.4	TUE.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

† Fast Weekly Household (FWH) Reports Only

†† FWH and FMNA Reports Only

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-M-F		>	8.45	12,070	16.2	12,070	16.2	26	16.4	M-F	12,890	17.3	12,890	17.3	28	16.2	M-F
			9.15						15.4	MON.						21.6	MON.
CBS LATE MOVIE I		>	→GRID	7,750	10.4	5,660	7.6	27		M-TH	8,790	11.8	6,630	8.9	34		M-TH
			11.45				9.0*	26*	8.9	MTUTH							
			12.00						7.2	M-W						8.5	M-W
			12.15				7.1*	26*	6.9	M-W				8.3*	36*	8.2	M-W
			12.30						6.8	M-W						7.8	M-W
			12.45				6.3*	32*	6.3	M-W							
			1.00						6.0	WED.							
CBS MASTERS TOURN. HILITES(SUS)	1	11.30-11.41PM	11.30							FRI.							
CBS NBA PLAYOFF GAME-FRI(S)	1	11.41- 2.00AM	11.30	6,180	8.3	2,980	4.0	16	5.7	FRI.							
			11.45						5.2	FRI.							
			12.00						4.9	FRI.							
			12.15				4.8*	15*	4.6	FRI.							
			12.30						4.3	FRI.							
			12.45				3.9*	15*	3.6	FRI.							
			1.00						3.6	FRI.							
			1.15				3.6*	18*	3.5	FRI.							
			1.30						3.0	FRI.							
			1.45				3.0*	19*	2.9	FRI.							
CBS NBA PLAYOFF GAME-FRI.(S)	2	11.30- 2.09AM	11.30								8,050	10.8	3,130	4.2	19	6.8	FRI.
			11.45											6.4*	19*		
			12.00													5.0	FRI.
			12.15											4.7*	18*	4.4	FRI.
			12.30													3.8	FRI.
			12.45											3.8*	17*	3.8	FRI.
			1.00													3.5	FRI.
			1.15											3.4*	18*	3.2	FRI.
			1.30													3.3	FRI.
			1.45											3.3*	22*	3.3	FRI.
			2.00													3.0	FRI.
CBS YOUR TURN: LTRS-CBS NEWS(S)	1	11.30-12.00MD	11.30	6,480	8.7	5,220	7.0	22	7.5	WED.							
			11.45						6.4	WED.							
CBS LATE MOVIE II		>	12.00	4,990	6.7	3,950	5.3	27	7.7	M-TH	5,360	7.2	4,400	5.9	35	7.7	M-TH
			12.15				7.1*	26*	6.7	THU.				7.2*	31*	6.9	THU.
			12.30						5.6	MTUTH						6.0	M-TH
			12.45				6.0*	28*	5.3	MTUTH				6.5*	35*	6.0	M-TH
			1.00						4.9	M-TH						5.5	M-W
			1.15				4.5*	25*	4.6	M-TH				5.3*	38*	5.0	M-W
			1.30						4.9	WED.							
			1.45				4.9*	39*	4.9	WED.							
NBC NBC NEWS UPDATE-M-F	1	8.58- 8.59PM	8.45	9,010	12.1	9,010	12.1	20	12.1	M-F							
	2	>	8.45								8,790	11.8	8,790	11.8	19	11.8	M-F
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,660	7.6	3,050	4.1	26	5.7	FRI.	5,140	6.9	2,680	3.6	24	4.6	FRI.
			1.15				5.3*	26*	4.8	FRI.				4.4*	23*	4.2	FRI.
			1.30						4.3	FRI.						3.7	FRI.
			1.45				4.0*	26*	3.8	FRI.				3.5*	23*	3.3	FRI.
			2.00						3.4	FRI.						3.1	FRI.
			2.15				3.2*	29*	3.0	FRI.				3.0*	27*	2.8	FRI.

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F							M-F
ABC CARTER PRESS CONF.-ABC(SUS)	1	4.00- 4.35PM	4.00							TUE.							
CBS CBS MID-DAY NEWS-EDWARDS		11.54-12.00NN	11.45	4,840	6.5	4,170	5.6	22	5.6	M-F	4,620	6.2	4,020	5.4	24	5.4	M-F
CBS CARTER PRESS CONF.-CBS(SUS)	1	4.00- 4.34PM	4.00							TUE.							
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
NBC CARTER PRESS CONF.-NBC(SUS)	1	4.00- 4.33PM	4.00							TUE.							
NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								7,900	10.6	5,440	7.3	23	6.4	TUE.
			4.15											6.7*	21*	7.1	TUE.
			4.30													7.7	TUE.
			4.45											7.9*	24*	8.1	TUE.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	4,170	5.6	3,730	5.0	35	5.0		3,200	4.3	2,910	3.9	26	3.9	
ABC SCHOOLHOUSE ROCK-9.26AM		9.26- 9.30AM	9.15	4,320	5.8	4,020	5.4	25	5.4		3,730	5.0	3,500	4.7	22	4.7	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,250	5.7	3,950	5.3	23	5.3		4,400	5.9	4,100	5.5	27	5.5	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	3,500	4.7	3,430	4.6	20	4.6		3,430	4.6	3,280	4.4	23	4.4	
ABC SCHOOLHOUSE ROCK-11.56AM		11.56-11.59AM	11.45	3,200	4.3	3,130	4.2	19	4.2		3,280	4.4	2,980	4.0	20	4.0	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,950	5.3	3,730	5.0	34	5.0		3,730	5.0	3,580	4.8	31	4.8	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,690	6.3	4,320	5.8	31	5.8		4,470	6.0	4,250	5.7	31	5.7	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	7,000	9.4	6,480	8.7	40	8.7		6,110	8.2	5,960	8.0	40	8.0	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	7,300	9.8	7,230	9.7	41	9.7		6,630	8.9	6,480	8.7	40	8.7	
			10.00						9.6							8.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	7,600	10.2	6,630	8.9	37	8.9		6,180	8.3	5,510	7.4	33	7.4	
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	5,810	7.8	5,510	7.4	32	7.4		4,540	6.1	4,100	5.5	28	5.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,220	7.0	4,990	6.7	30	6.7		4,400	5.9	4,100	5.5	28	5.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,690	6.3	4,320	5.8	27	5.8		3,280	4.4	2,980	4.0	21	4.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,770	6.4	4,620	6.2	26	6.2		3,870	5.2	3,650	4.9	23	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,650	4.9	3,350	4.5	19	4.5		3,050	4.1	2,830	3.8	18	3.8	
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	4,770	6.4	4,470	6.0	25	6.0		3,730	5.0	3,500	4.7	22	4.7	
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	4,620	6.2	4,470	6.0	26	6.0		4,170	5.6	4,100	5.5	26	5.5	
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,170	5.6	4,100	5.5	25	5.5		4,100	5.5	4,020	5.4	29	5.4	
NBC NBC MAJOR LEAGUE BASEBALL	2	1.12- 4.14PM	→GRID								10,880	14.6	4,170	5.6	23		
			4.00													6.6	
NBC NBC MAJOR LEAGUE PRE GAME	2	1.00- 1.12PM	1.00								2,910	3.9	2,980	4.0	19	4.0	
	1	2.00- 2.20PM	→GRID	5,070	6.8	4,170	5.6	22									
			2.15						5.7								
DAY SUNDAY																	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,610	3.5	2,380	3.2	17	3.2		2,460	3.3	2,310	3.1	16	3.1	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,040	1.4	970	1.3	13	1.3		890	1.2	820	1.1	12	1.1	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY / NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SUNDAY-CONT'D																	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,040	1.4	890	1.2	10	1.2		1,040	1.4	1,040	1.4	11	1.4	
CBS NBA PLAYOFF GAME-SUN.	2	1.30- 4.16PM	→GRID								10,060	13.5	4,170	5.6	21		
			4.15													5.8	
CBS MASTERS GOLF TOURN.-SUN(S)	1	4.00- 6.40PM	→GRID	12,590	16.9	6,480	8.7	26									
			6.30						10.1								

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).